ELECTRICAL MERCHANDISING

OCTOBER - 1952

McGRAW-HILL PUBLISHING CO., In



DIRTY DISH BLUES . . . Mama tackles a stack of dishes like this (three meals for a family of four) every day. If the old man had the chore, how long would he wait before installing an automatic electric dishwasher?



Tie in NOW with the big

APEX FALL NATIONAL AD PROGRAM

Millions of sales messages will send customers into your store! Here are the first ads appearing October 11 in the POST

... PRE-SELLING 3 NEW HOUR-SAVING APEX APPLIANCES PACKED WITH EXCLUSIVE FEATURES





APEX WASH'A MATIC, Fully Automatic Washer ALL clothes gentler, cleaner, faster for far less mo new washing principle that improves on all washi



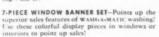
APEX DISH'A-MATIC ROLL-A-WAY, the only fully automatic mobile dishwasher with its own built-in hat water tank—get upper-clean dishes without plumbing and installation costs



WITH EVERY KNOWN PROMOTION AND TIE-IN HELP TO BOOST YOUR SALES and PROFITS! Apex WASH-A-MATIC Apex DISH-A-MATIC = Role = a = Way



ILLUMINATED DISPLAY PIECE-This plastic, dimension lighted Action Display shows the famous Spiral Tub Agitator-key to better washing use it!



TV AND RADIO SPOTS . . . these co-op tie-in spots bring customers into your store! Order them and put 'em to work for you!

tising pieces, get them into your prospects' hands to sell the features of amazing Spiral Tub Agitator washing action! CONSUMER FOLDERS-Use these handy little adver-

CO-OP MAT PROOF BOOK shows the complete range of smart ad mats that tie in your store with the big Apex Fall National Advertising in POST!

24-SHEET POSTERS are available to help you tie in at your local market level, make you the Apex merchandising center in your area.

DEALER SALES PRESENTATION BOOK . . . this 20-page booklet with its unique treatment will give you the full Sales Story on the WASH-A-MATIC's superior washing performance!



7-PIECE WINDOW DISPLAY SET-use this unique

CONSUMER FOLDERS . . . to help you get the "ROLL-A-WAY" Story over to more and more pros-pects! Put them out where store traffic can pick them up!

DOOR HANDLE PIECES . . . these are designed for use in your own neighborhood markets. Get them and distribute them and you'll sell dishwashers!

CO-OP MAT PROOF BOOKS . . . select from this full range of ad mats and proofs to tie in with the big Fall Apex ads.

TV AND RADIO SPOTS . . . to help you cash in on this great automatic dishwasher – the hottest appliance in the business – right NOW!

POST CARD MAILER SET . . . use these direct mail pieces to get that extra coverage in your market. Better retelling of your sales story means better retailing in your store!

Apex STRATO-CLEANER



DISPLAY PIECE . . . this smart display will help you get demonstration at the point-of-sales. Be sure to get yours and use it to help sell!

WINDOW BANNER SETS . . . help you stop the lookers-turn them into buyers for your line!

RADIO SPOTS . . . use these to tie in with the big Fall Apex campaign and spotlight your store as local sales headquarters!

CO-OP MAT PROOF BOOK . . . get your mats ready, plan your ads now to tie in in a big way with the national advertising running this Fall!

CONSUMER FOLDERS . . . help get your sales features into the hands of more prospects faster —be sure you have quantities available to help your floor salesmen at all times!

acscoti

TO APEX DEALERS: Alert dealers and distributors are cashing in right sow on this big, continuous national advertising program! Tie in your selling plans with demonstrations and selling displays... use these proved sales and promotion features, each one ready-made or extra sales—extra profits for you! Sales prospects are bright this Fall—make sure you are set to get your share of this huge, pent-up market! Tie in today with the big Apex adversising-merchandising campaign aimed at you and your store!

APEX HOUR-SAVING APPLIANCES

























A McGRAW-HILL PUBLICATION



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Kodachrome by Dave Rosenfeld

ELECTRICAL MERCHANDISING

October, 1952 Vol. 84, No. 10

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Westinghouse Retailers

PICK THE MARKER





"I'll help carry the women's vote for you...and a lot of the men's, too."





















Just look at the wealth of timely Election-Flavored, Point-of-Sale Display Material

As the presidential campaign heads into the homestretch, Westinghouse advertising and promotion also swings into high gear.

Once again, Betty Furness, America's champion saleswoman is carrying the banner in the great series of "Pick the Winner" political debates that Westinghouse is sponsoring on TV and radio.

Backing up this powerful promotion is the full kit of timely point-of-sale material shown above. As you can see, it all blends into a selling center that is already rolling up a landslide of sales for Westinghouse retailers.

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division • Mansfield, Ohio

FREEDOM IS THE BUY-WORD

... of all Westinghouse advertising and promotion. Starting with the famous "Freedom Fair", continuing with "Get on the Band Wagon" and now "Pick the Winner"—each promotion sums up in a well pointed phrase the untold freedom and blessings that Westinghouse appliances bring to the women of America.

YOU CAN BE SURE ... IF IT'S Westinghouse



I'm RUTHLESS RUST. I SELL FOR YOU BY DESTROYING ORDINARY WATER HEATERS, BY CONVINCING HOMEOWNERS THAT ONLY <u>PERMAGLAS</u> WATER HEATERS ARE SAFE FROM MY ATTACKS.

I'm Four B.I. I KEEP YOUR
CUSTOMERS SOLD BY PROTECTING
PERMAGLAS WATER HEATERS FROM RUST
AND CORROSION WITH A. O. SMITH'S
A FOUR BASIC IMPROVEMENTS.



Your two Best Salesmen-

They're different characters...

Sell

A.O.Smit

Permaglas ALO, Smith Permaglas ALO, Smith Permaglas

More than ever, it will pay you to sell A.O. Smith Permaglas automatic water heaters.

Tell the big story about Permaglas. It's easy to show the advantage of owning the one water heater that can't rust because glass can't rust... the only water heater with Four B. I. Protection against all rust and corrosion.

Mail the coupon for complete information

A. O. Smith Corporation Permaglas-Neating Division, Dept. EM-1052 Kankakee, Illinois

Send me complete information on the A. O. Smith Permaglas Automatic Water Heater and your merchandising program that helps dealers capitalize on Permaglas nation-wide consumer acceptance.

dising program that glas nation-wide con			g. UL
Name			-
Firm			
Address			
City	Zone	State.	

National Advertising reaching more than 40,000,000 homeowners is paving the way. "Ruthless Rust" and Four B. I. have been pre-selling Permaglas water heaters in your own community!

And A. O. Smith merchandising and dealer helps are ready to go, to make *Permaglas* pay off for you.

MERCHANDISING HELP GALORE!

A.O.Smith

SALES: Atlante • Chicage 4 • Dellas 2 • Denver 2 • Detroit 21 • Houston 2 Los Angeles 22 • Midland 5, Toxas • Milweukes 8 • Minneapolis • New York 17 Philodelphia 3 • Pittsburgh 19 • Son Francisco 4 • Seattle 1 • Springfield, Mass. Tutsa 3 • Washington 6, D.C.

PERMAGLAS-HEATING PRODUCTS

SERVICE: Chicago 17 • Dallas 1 • Les Angeles 12 • Union, N.J.
International Division: Milwavkse 1
Licensee in Canada: John Inglis Co., Ltd.

OCTOBER, 1952-ELECTRICAL MERCHANDISING

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

The East



By ROBERT W. ARMSTRONG

Dealer attitude turns optimistic, despite continued pricecutting . . . TV gains and food plans still grow . . . Customers return to servicing dealers

FOR the first time in many months eastern appliance, radio-TV dealers are, by and large, optimistic. A change in the weather, new lines, fresh indications that consumers are going back into the market, and, most of all, the happy memories of staggering business in air conditioners and fans have retailers looking up. By early September many were ready to acknowledge that even when air conditioner sales slid off in August, washers and refrigerators helped to keep volume steady. And, surprisingly enough, during the same period, sales of some small appliances, particularly steam irons, roasters, broilers, and deep fat fryers increased sharply-a fact which many dealers interpreted as a happy augury of Christmas business.

August business was generally better than July. One upper New York dealer says, "Our volume for August hit \$100,000, and this is double a year ago. We attribute the big improvement to a heavy promotional campaign, inviting customers to come in and 'set your own price.' Easier terms are helping a great deal in our business compared with last year."

Well-Greased Fly. Despite the optimism about volume, the fly in the profit ointment—a fly which by now should be practically drowned in the stuff—was still price-cutting. According to one New York distributor, the average overhead for an appliance dealer in his area is around 12 percent. Average margin on major appliances is 29 percent. Average discount to

customers is between 20 and 25 percent. So, most dealers must go at least three percent in the red, more if their customers insist on the maximum cut from list. However, one middle-sized dealer is reportedly working a gimmick that at least keeps price cutting to the minimum 20 percent in his store. Every appliance is clearly labeled with the list price. But this is never mentioned. When the customer brings up price, the salesman says, "The selling price is so-and-so," quoting 20 percent off. And he is moving merchandise in volume.

TV Upswing. For most dealers in the East television sales either showed an increase in August or were expected to by the time September totals were in. Reports from upstate New York and Massachusetts show that these areas have already felt an increase. Some Boston dealers have even sold sets to Canadians who are now enjoying their first TV stations. A Buffalo firm declares that, "Most of our action has been in TV, but refrigerators and washers also are going well." Another says, "Television is perking up." Reports from Washington are mostly of expectations, one distributor there saying, "TV will be good (from September on), but won't be as big a factor as other items because the saturation point has just about been reached and manufacturers haven't too much new to offer."

Freezer-Food Frenzy. According to one distributor from Syracuse, in central New York State "the woods are full of freezer-food plans. Up until five months ago," he declares, "we had never bought a carload of freezers. Now we can not get enough of them." Despite this sales bonanza, however, he is not entirely happy with the situation, claiming that sales are not being policed well enough to prevent salesmen from making false claims or to insure adequate credit checking. Even the banks, he predicts, are going to get stung.

Somewhat the same situation exists on Long Island, heart of the metropolitan New York freezer activity, but here the banks are more cautious and many high-pressure outfits are discovering that the financial institutions are turning down a lot of their foodplan sales, over 60 percent for some freezer operations. But money is being made by the fistful where operators have sound plans. One such, the Rand-Coolerator Insured Food Plan of Bellmore, Long Island, proudly announced that it had signed an order for 60 carloads to be de-

livered at a rate of five carloads a month. Sales at the time of the announcement of the \$1,500,000 order were claimed to be 200 units a month and general manager Lee Wilcox admitted to a goal of 100 units a week.

Shortages Here and There. Few castern dealers report any shortages and most appear unworried by the possibilities of any. One dealer finds himself a little short on one brand of TV and another says he is a little shy of some types of appliances, but down in Washington some merchants admit to a little heaviness at the inventory belt-line, particularly in refrigerators. Most dealers, however, would go along with the one who said, "We're not thinking about merchandise shortages and don't look for any."

Small-Stuff Racket. Reporting that "the contract houses are killing us" in small appliance sales, one Washington department store unveils a new and particularly unpleasant little racket—perpetrated this time by the consumer. It seems that John Doe is buying name-brand electric housewares at discount houses at substantial markdowns from the list. Then he tucks them under his arm and trots over to the return counter at the department store, claims he bought them there and wants to return them. Most times he gets away with it, making a cash profit on the deal, since the store refunds him the regular list

What makes it a particularly difficult racket to control is the traditional department store policy that the customer is always right and any merchandise can be returned or exchanged. With Christmas just around the corner, store executives are mopping their brows with trembling hands. It could, they say, get a lot worse.

Prodigal Sons. Two New York area dealers, one in Yonkers and one in New Rochelle, explain their own newborn optimism about business with the observation that many of their old customers who deserted them for the discount houses and dealers who iust plain cut prices are returning. "They're coming back to the servicing dealer," says the New Rochelle merchant, "particularly those who bought TV and got stung. I've noticed the trend for the last six months and it seems to be getting stronger every day." His belief is that even the consumer is becoming aware that when you cut price you have to cut something else, too—satisfaction.

thing else, too-satisfaction.

That's been a long-neglected four-syllable word.

The Midwest



By TOM F. BLACKBURN

Gasoline Powered Scooters a New Item . . . Picture Tube Fear Ended . . . Department Stores Sour on Appliances . . . Dryer Advertising Jumps

DON'T look now, but Sears & Roebuck is starting to plug something that promises to be a big new item in many appliance stores. The motorized scooter is a poor man's automobile at \$250 or thereabouts. For many working men who have to get to their jobs, new and second hand cars are priced too high.

Scooters, powered with something like the old, familiar washing machine gas engine, will do up to 45 miles per hour, climb a 20 percent grade, yield 60 miles per gallon, can be equipped to carry two people.

Inasmuch as the automobile and motorcycle people turn up their noses at them (much like livery stable men sniffed at motor cars way back when) scooters are logical candidates for retail sale in appliance stores. Moreover, according to Standard Factors Corp., with a declining marriage and new home rate, it's logical to diversify.

Picture Tube Fear Ended. The children of tomorrow will never know that the first buyers of television wanted sets with small picture tubes in them because they figured they would burn out like light bulbs and a small tube replacement would cost less than a big one.

This year at the television conventions, there was a welcome to the 21-inch and larger picture tube, a sure sign that the long life has overcome the earlier qualms. Moreover, the boys are learning how to knit together

(Continued on page 6)

An Important Notice...



Oct. 1, 1952

VOSS DEALERS AND DISTRIBUTORS

As you know, Voss Bros. is now operating under completely new management. This fine name in washing machines since 1876 is now in a stronger position than ever.

We are endeavoring to contact all Voss dealers as rapidly as possible to acquaint them with the heavy promotional help now available. If you would like to give lagging sales an immediate shot-in-the-arm, I most cordially invite you to write me

Sincerely yours,

George Thath

George Heath Sales Manager



The Only Washer with all these Top Sales Features!



Top Suds" Washing. Voss floating agi-tator floats clothes to the top in clean suds-



Electro-Safe Wringer. Slight pressure on either release bar re lieves pressure, stops the motor and the en



mission. Only four moving parts sealed in ail—The Voss ballbearing transmission is built to last for years.



- A VOSS DOES
- washes faster
- more clothes per tub
- cleaner cothes in



THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 5 -

a picture on a 27 in. tube that can be viewed pleasantly from a distance of two feet; in the past one had to sit 20 feet away.

Department Store Interest Wanes. More and more the interest of department stores in major appliances wanes. With discount selling rife in most midwest cities, department stores are sitting ducks for shoppers who use them as show windows. They can't join in the cut price procession or change their stance.

An executive explains it this way: Appliances account for two percent of a big department store's volume. That's not enough to dominate the store's thinking. If appliances amounted to 20 percent of the store's total, the king pins would nod a kindly head to the major appliance man's suggestion.

Big city newspapers have a Chicago outfit, the Advertising Checking Bureau, to measure the various amounts of advertising that is runnin

During six months of 1952 compared to six months in 1951 in 91 cities, washer advertising was 726 903 inches, compared to 565.382 the previous year. Automatic washer linage increased from 297,993 to 503 348 for 1952. Wringer washer space dropped from 267.389 to 233.455.

Clothes drver advertising increased from 49 647 to 80, 757 inches. Re-frigerator advertising dropped from 2.047,522 to 1 537 034. Electric range space was 193.307 for the first half of 1951, for the same period in

1952 it was 195,852.

27½ Million Cars Have Radios. The Broadcast Advertising Bureau announces what it calls the first national survey of listeners on wheels, and states there are radios in 27,500,-000 automobiles today.

As dealers in the Middle West stock up for autumn, the feeling seems to be that they will buy enough merchandise to operate with. No fear of price rises exists. The inventory excess which everybody conceals until he is rid of it, is about over. One tele-vision maker said recently that his dealers had about one model of his

make to a store at this time.

Looking through Middle West newspapers for appliance advertising, the sad truth dawns that merchants apparently only advertise when they are stuck with goods. Very little anpliance copy except for television has been appearing, and that has been sporadic. Apparently the trade is opcrating on a hand to mouth basis as autumn comes on.

The Kansas Gas & Electric Company territory, which is considered the best guinea pig area in the midwest, shows that for July there were increases in evaporative and room cooler sales, in clothes drvers, home freezers, refrigerators, roasters, television and automatic washers, that is, compared to July of 1951.

Fall-offs occurred in dehumidifiers, food waste disposers, attic fans, window fans. Cause, says the utility, was lack of sales effort.

The Great Lakes



By FRANK MUTH

TV picks up . . . No price changes likely . . . Steel strike, increased demand create some shortages . . . New deal in ads

TELEVISION was the word in August. Those Great Lakes dealers who had not already felt the effects of a rise in volume in that month saw it begin in early September.

A Columbus, Ohio, distributor for a major TV maker keynoted the industry attitude when he told this reporter that all current demand trends point to an active fall season. An Ohio manufacturer backed him up with the statement that sales have risen steadily since June 15 and are still climbing. July, alone, he said, was 353 percent better than last July.

Many admit that new lines have helped TV sales, but dealer cheerfulness about sales possibilities stems more from promises of better markups and inboard pricing.

Change in TV Climate. This re-newed interest in TV sales and pur-chases should help end the complaint of some Cleveland dealers that one distributor there has been requiring retailers to buy television if they want to get any washers. And one distributor salesman will no longer endure the embarrassment of being asked to leave a dealer's store because, "Here comes Joe Doakes of Blank Distributing Co. and if he sees me talking to you about TV sets he'll get sore and won't sell me any more Zip-Zip washers-which I gotta have."

No Change in Price. The OPS order to suspend price ceilings on radio and TV won't result in any immediate change in prices, according to

(Continued on page 8)

FINDS ONE ANSWER TO 22 GIFT PROBLEMS

Mrs. George Glaser, 5012 North Glenwood Avenue, Chicago, claims a record as a giver of the Hamilton Beach Mixette. In the past year, says Mrs. Glaser, she has given 22 of the smaller mixers as wedding or anniver-sary gifts. "Being a club lady and having many relatives," she wrote the factory. "mostly young ladies getting married in June, I decided that each and every one of the girls would love the idea of the mixer that hangs on the wall. The letters I received from the girls left no doubt about their enthusiasm for the gifts."

CONSUMER ADS ASK PRODUCT COMPARISON

In its fall campaign, Hamilton Beach again challenges comparison of its Food Mixer with a "Compare before you choose" theme.

"Comparison is asked on both value and ease-of-use" a company executive said in outlining the campaign to the sales force. "We know that for value, the Hamilton Beach at \$37.50 is the big buy in food mixers."

SODA STRAW DISPLAY FOR NEW MIXER



A replica of a striped soda straw serves as the standard for the display featuring the new Hamilton Beach Home Drink Mixer. The stick carries a colorful card which presents the "real soda fountain drinks at home" theme. Very simple, the display presents no setup problem. The retailer simply places the "straw" in the mixing cup of the drink mixer and the display is at work.

HAMILTON BEACH PAYS TOP FOOD MIXER PRO

Costs Customers LESS! Pays You MORE!

At \$37.50 retail, less juice extractor, Hamilton Beach is the top consumer value. Yes, Hamilton Beach's lower price broadens your market. And this mixer is easiest to use, regardless of price, so it's easiest

In quality, Hamilton Beach is second to none. More than 40 years' experience and 15 million appliances are proof. What more could any product offer? It's top quality . . . costs your customers less . . . pays you more! The sweetest profitpackage you can get.

Easiest-to-Sell HAMILTON BEACH

Gives You Most Profit on Food Mixer Sales!

MIXER "A" PAYS 36.12% PROFIT

MIXER "B" PAYS 36.13% PROFIT

MIXER "C" PAYS 36.13% PROFIT

MIXER "D" PAYS 36.16% PROFIT

ages based on List Prices, including tax—as of July 1, 1952.)



NEW HAMILTON BEACH Quick-Dry **Electric Hair Dryer** \$1750*

For the huge home-permanent market. All metal. Adjust-A-Stand tilts to any angle. Dryer lifts off stand for portable use. Heat control at top. "On-Off" and "Hot-Cold" switches. Light-Cold" switches. Light-ivory enamel. Gift pack-age doubles as counter-display.

HAMILTON BEACH ixette \$1975* RETAIL

Includes gift box bracket, and screws

Prices subject to change



The fastest-selling portable. All-purpose; ideal in smaller kitchens; for lower incomes—a big new market! Hangs on wall or fits in drawer. Smart gift box also serves

Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis

NEW HAMILTON BEACH Home Drink Mixer

Has a huge ready-made market. Millions owning freezer-compartment refrigera-tors and home freezers (4,100,000 are in use!) have sent bulk ice-cream and frozen fruit juice sales soaring.

Makes real soda-fountain malteds and milk shakes at home! Re-fresb-es frozen orange juice. Makes bar drinks, too. Family-gift item. Full 14½" figh. Sturdy, strong metal stand in white enamel.

\$2250* RETAIL



MANY MAGAZINES IN FALL AD CAMPAIGN

The biggest advertising campaign in Hamilton Beach merchandising history is now appearing in national publications. Magazines being used to promote the

sale of food mixers, Mixette, drink mixers and vacuum cleaners include McCall's, Better Homes & Gardens, Successful Farming, American Weekly, House Beautiful, Today's Woman, True Story, Woman's Day, Living for Young Homemakers, Modern Bride, Saturday

Evening Post.

This means a total of more than 104-million advertising messages reaching the consuming public. "With this mass circulation in quality magazines our advertising is going to work in every dealer's back yard," the Hamilton Beach advertising dept. said.

-American Beauty

The Oldest Name in Electric Irons ... still leads the field in quality!



FOR 58 CONTINUOUS YEARS ... American Beauty has been the Standard of Excellence in precision-instrument Electric Irons.

SELL THE
"PRIDE OF BRIDES
FOR THREE
GENERATIONS"

- ... Powerfully promoted all year 'round in
- . MODERN BRIDE
- . SUCCESSFUL FARMING
- . BETTER HOMES & GARDENS
- · LADIES' HOME JOURNAL



American Beauty

ELECTRIC IRONS • SINCE 1894

AMERICAN ELECTRICAL HEATER COMPANY . DETROIT 2, MICHIGAN

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 6 -

one distributor executive. Most industry spokesmen in the Cleveland area say with Jim Kane of the Kane Co. that the order will not affect prices and sales this fall. Most of them also feel that manufacturers will not be rash enough to change prices.

Big Change in Ads. Cleveland authorities have jacked up several dealers on misleading advertising and one offender has been denied the right to advertise at all. "You-name-your-own-deal" and "Come-in-and-see-our-low-prices" ads, which the shopper finds when he visits the store do not include tax, delivery and warranty, are banned.

Strike Shortages. Happy though the industry is about the fall sales outlook, spot shortages blamed on the steel strike have made it necessary for some dealers to switch prospects from one wanted brand or model of appliance to another. One appliance distributor, Jack Faul, sales manager of Ohio Appliances, even goes so far as to predict that there will be an inadequate supply of merchandise all through the fourth quarter.

The Common Touch. One distributor's recent experience in selling the consumer has given him a new respect for the abilities of the dealer. He went out this summer with a sound truck and a display van to tour the country fairs. At the first stop he made what he thought was a good, strong pitch. But the countryfolk stayed as far away from the platform as possible, walked warily around the truck when they had to pass it. Then the area dealer said, "Let me at 'em. Maybe I can get some attention." As soon as he began what was practically the identical pitch, over 300 people shoved up close so as not to miss a word. The distributor man, flabbergasted and deflated, asked how come. Later he learned that his honest face wasn't enough for country people. He didn't speak their language with their accent. To them he was a city slicker.

Fine for Farmers. A dealer in the farming section of western Ohio also gets farmers' confidence and sales with a cash-and-carry plan which enables him to meet and even beat the cutrate prices prevalent in city areas. Heavy traffic comes to him from suburban towns and farmers drive up trucks and trailers and load up and deliver their own purchases.

Rural Dealers Shine. Big dealers in metropolitan areas spent the summer months looking for "specials," says one Michigan distributor. These merchants found their sales limited to the more popular models, but rural area dealers did a balanced job on any given entire line.

Boost in Sales Power. TV sales have picked up in the Huntington, West Virginia, area as a result of the in-

creased power of station WSAZ.

Since it is the only station in the state, dealers in southern West Virginia are profiting saleswise even though they are 150 or more miles away. And they aren't trying to dump outmoded sets on the public in these market areas. As one dealer remarks, "People are not as dumb as they may look. You can't just put a price tag on a piece of junk and think they'll buy it. More than ever it is necessary to sell performance."

The South



By AMASA B. WINDHAM

Best business year shaping up . . . air conditioners and TV lead parade of selling

FROM the limb on which this observer is perched, the scenery is fine. A quick look backward and a long look into the next four months (this goes into the typewriter as of Sept. 1), firmly convinces this reporter that 1952 will be the biggest year, in both dollar volume and unit sales, that southern appliance dealers have ever had.

And here's why. Despite the steel strike of June, the drought of July and the heat of August, there has been no let up in appliance buving whatever. Room unit air conditioners and television lead the parade, with big ticket items such as refrigerators, ranges, water heaters and home freezers now selling like snake oil at a country medicine show.

Spot checks in the big southern cities tell the story. Nashville has already sold as many refrigerators in eight months as in all of 1951. Bill Hall of Nashville Electric Service says dealers in that city sold more than 3,100 room air conditioners in May, June and July and could have sold three times that amount if adequate stocks had been available.

Dealers in the area served by the Florida Power & Light Co., rolled up an appliance sales volume of \$22,370,000 in the first six months of this year.

(Continued on page 10)

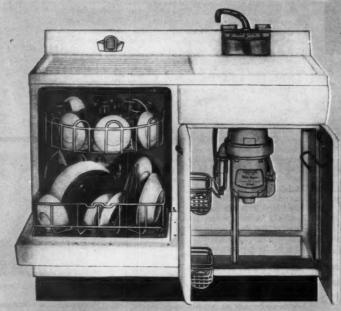


DEMONSTRATES"-

and the NEW

CROSLEY AUTOMATIC DISHWASHER

out-demonstrates, out-performs them all!



Model DE-48 - Crosley Automatic Dishwasher-Sink Combination, sh here with Crosley Food Waste Disposer...a complete cleaning center in one! Dishwasher located at left for natural right-to-left loading motion. That's just one of many Crosley Dishwasher selling features! Crosley's Revolving SwirlClean Tray is not only the most exciting advancement in modern automatic dish-washing . . . it's the most convincing self-demonstrator in appliance selling today! For this upper revolving tray gets all dishes, silver and glasses completely clean—right efore your customer's eyes! No dish can hide from the onder-working action of the revolving SwirlClean Tray. And no prospect for a dishwasher can remain indifferent to a live demonstration of this easier, better, completely superior way to wash, rime, and dry dishes! Contact your Croaley Distributor for full details on Crosley's "Store Installation and Home Use" Dealer

Program. It will mean greater-than-ever opportunities for kitchen sales . . . because the Crosley Automatic Dishwasher makes your Crosley Kitchen line complete!

Aggressive Merchandising Program to Help You Self!

- Amazing snap-in glass demonstration door lets your prospects see the entire washing, rinsing and drying action . . . can be installed or removed in less than
- Traffic-catching, sales-making displays and other point-
- of onle pieces.

 Outstanding, ready-to-use promotions and cooperative ads to win leads, reap sales.

PLUS mighty national advertising—in magazines, on television, on billboards—aimed at your customers—introducing and selling the finest dishwasher ever built ... the Crosley Automatic Dishwasher!

Other Crosley Automatic Dishwasher Models Include...

Model DE-24 - 24-inch Crosley Automatic Dishwasher. A free-standing cabinet model with a porcelain work-surface top and standard 4-inch backsplash.

Model DE-24 UC-a 24-inch Crosley Automatic Dishwasher specially designed to fit under the Crosley Kitchen Counter Top . . . and other standard continuous tops.

CROSLEY



CINCINNATI 25,

Better Products for Happier Living

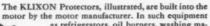


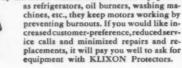
Motor Repair Shop Finds No Major Repairs For KLIXON Protected Motors

MARTINSBURG, W. VA.: James W. Biedler (right) and Elmer S. Burleson of Biedler's Electric Motor Repair Shop know from experience that KLIXON Protectors protect motors against burnout.

"Most motors in our area that need repair pass through our shop. We have seen a great variety of motors, and observed that those equipped with Klixon Protectors need only minor repairs — practically never for windings. Those that are not so protected frequently burnout."









SPENCER THERMOSTAT

Division of Metals & Controls Corp. 2510 FOREST ST., ATTLEBORO, MASS.

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 8 -

shattering all previous marks, including the banner year of 1950. Television was 75 percent ahead of 1951, air conditioners 83 percent better, washing machines 45 percent better, water heaters 61 percent better, and home freezers up 45 percent.

Activity In New Orleans. New Orleans dealers sold almost as many room air conditioners in August as in the first five months of the year combined. Television was up a whopping 35 percent over last year, while dishwasher and home freezer sales were at an all-time high. In the Crescent City, refrigerator sales were slightly behind last year while automatic and conventional washers were about on a par.

Birmingham recovered nicely from the steel strike doldrums and hardly felt the effects of the drought. Refrigerator and range sales were better than they have been since early spring, though still slightly off last year's pace. Other big ticket items again are moving steadily, while TV and air-conditioning sales are in the top brackets.

Richmond, Atlanta and Charlotte are enjoying a surging replacement market in refrigerators. Home freezer sales are from "good to excellent" in all three of these cities. Air conditioners were practically a sell-out in Atlanta and Charlotte, and were very heavy in Richmond. Charlotte dealers are enjoying their best year in fan sales—attir. window and pedestal varieties all booming.

The smaller cities of the South, too, reported steady business in almost all lines. Chattanooga dealers clocked off a handsome \$5,750 000 sales volume in appliances for the first half of the year-a figure higher than any previ-Business in Savannah, Mobile. Baton Rouge and Knoxville was up from 10 to 30 percent over last vear. But it is the cross roads, the hamlets, the tank towns and whistle stops of the deep South where business is really in high gear. The July drought hurt some but not half as much as has been supposed. The best customer on the books, down here, is still the farmer and the rural resident.

Air Conditioners Sensational. The sale of room unit air conditioners has been sensational all summer. Dealers have never seen anything like it down here, the only problem being to get enough of them to sell. And the future looks even better, since both distributors and dealers are convinced that next year should be the peak year for air conditioning.

One puzzling fact brought out by this questioner's queries was that dealers throughout almost all of the South had missed a golden opportunity for profits in their failure to push the dehumidifier. Here is an item that fits this humid section like a glove, and it can be sold right along with ventilating equipment of all types. Yet few dealers did anything about dehumidifiers, although an undoubted market has existed all summer.

Campaigns Pay Off. One of the most effective campaigns of the year is being staged by Gulf States Utilities Company. Pushing the unusual combination of ranges, water heaters, air conditioners and food freezers as a four-in-one promotion, the utility got Louisiana and East Texas dealers so enthused that quotas were broken in record time on all four units. The room unit air conditioner has now become almost as common down in this area as radio sets. Booming sales are particularly evident in the areas around Lake Charles and Beaumont.

Utility merchandising is keeping up with the individual dealers. Missis sippi Power & Light Co., for example, reports that a 10-week campaign on ranges, water heaters, refrigerators and home freezers, due to end in mid-September, had already shown signs of breaking all records in sales of these four items, for a similar period. Television sales have perked up considerably in Mississippi also, although reception difficulties are still a problem. Memphis and New Orleans distributors reported that dealers in every part of Mississippi were calling for room air-conditioning units faster than they could be supplied.

Well, that's why 1952 will be the best year ever for appliance dealers in these Confederate states. Yep, from this limb the scenery is fine.

The Far West



By HOWARD J. EMERSON

Good crops, continuing immigration point to big Fall business . . . Dealers blast manufacturer neglect of western market . . . Quakes damage many stores

THE fall season came to the Far West with the promise of many things, mostly good. Both dealers and distributors were able to sit back on Labor Day and look forward to four months in which both appliance and radio-TV volume should equal or surpass the same period of 1951. In their mouths was a good taste, too, (Continued on page 12)

Make your store GIFT HEADQUARTERS

That's right — your store can be more popular and more prosperous by Christmas time, simply by putting Graybar's Dealer Promotion Plan to work NOW! Investigate, while there's still time — you'll build up the biggest Christmas business in your history.

Electrica



SHOW 'EM WHAT TO BUY

Make it easy for your customers and prospects to select a suitable gift from your store. Give them this handy, new Graybar Gift Booklet. It's a colorful, beautifully-illustrated, 24-page self mailer that covers all of the nationally advertised brands of electric housewares distributed by Graybar — famous names like Sunbeam, Universal, Toastmaster, Telechron, and many others. Strong, gift-slanted selling copy that will have your customers coming in, writing in, phoning in . . . this Christmas and all year around.

By ordering now you can still get all of these booklets you need . . . AT ONLY 3 CENTS EACH! Order 500 or more and you get your own imprint on each one — FREE.

SHOW 'EM WHERE TO BUY

Use the new 1953 Graybar Electric Housewares Catalog and Appliance Merchandiser. It's the book that gives you dozens of ways to tell your customers WHERE to buy their electrical gifts . . . dozens of ideas that will help you bring more gift-conscious people into your store. You'll find smart, practical hints on using tlese important sales-stimulators:

- 1. Window and store displays
- 3. Gift wrapping
- 2. Special money-saving display units
- 4. Advertising and promotion
- 5. Plus a complete catalog of Graybar-distributed

Electric Housewares for your handy reference.

Use it and you'll establish your store as GIFT HEADQUARTERS for electrical gifts. That means extra year-around sales for you. Easter, Weddings, Birthdays, Graduations, Mothers Day, Fathers Day — and every other occasion when an extra well-selected gift means lasting satisfaction to giver and receiver.

YOUR 1952
CHRISTMAS
GIFT BUSINESS
WILL BE PROFITABLE
IF YOU DO THIS NOW...

Call your Graybar Representativel Tell him to rush in with full details on Graybar's Gift Booklet and Appliance Dealer's Catalog—Merchandiser. Call him—today.

288-610

They all say YES when you feature appliances..





recommended by GraybaR

IN OVER 100 PRINCIPAL CITIES



Naturally, you'll want to handle Chromalox Supreme Range Units for replacement when the nation's homemakers show such an overwhelming preference for electric ranges equipped with the "2-Units-in-I" surface units that give the "right" heat and "right" cooking area.

It will pay you to stock the famous Chromalox line. You'll find you can make replacements faster, easier, more profitably because the Chromalox units come complete, ready to install. A small assortment of Adaptor Rings permits proper fit of all range openings.

Get the Full Story

Write for Bulletin RU-149 and "The Switch is On" booklet. They show you how to make more money selling and servicing ranges.

FITTSBURGH 8, PA.



on new ranges and for replacement

CHROMALOX

means "Electric Cooking at its Best"

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 10 -

for August had been a month of seasonally good business in most lines in most areas.

Behind the optimism of most of the western dealers and distributors was the bright picture in those factors that can be counted on to effect the consumer purchasing of durable goods—employment and farm crops. A temperate summer, favorable government stabilization of farm prices, and not too severe a shortage of harvesting labor made the outlook rosy in such big farm markets for appliances as eastern Washington, Oregon, California's Central Valley, and the Southwest. A record wheat crop in eastern Washington and Oregon was expected to put the farmers there into the three-Cadillac bracket this year. The cotton outlook in the San Joaquin promises another record crop of what is now the biggest cash crop in California. Already California was on the record for having 17 of the first 25 counties in farm income in the United States.

New Prospects. Newcomers continued to flow into the West as industrial production soared to new highs. Particularly in the aircraft, guided missile and electronics industries there is a re-birth of the World War II practice of advertising through the Mid-West and the East for production workers and a well organized system of pirating executives and en-gineers. Dealers already are feeling the demand for appliances and TV when the newcomers finally locate housing. The Department of Labor reports that the three Pacific Coast States have now reached an employment level more than 100,000 above the same period of 1951. And while employment was increasing, so were wages. The Office of Business Economics reports that individual incomes in California, Oregon and Washington are running one-fifth above the

national average. While the national average family income is about \$4,300 a year, the average family in San Francisco earns nearly \$5,000, and in Fresno the family average is close to \$5,700.

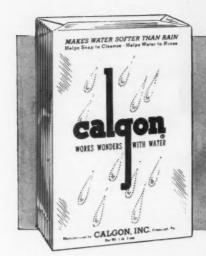
Too Little Attention. While the western states continue to show prospects for a constantly increasing ap-pliance-TV market, there is a feeling among distributors and dealers that again they are not getting the attenion they deserve from the manufacurers who have 15 percent of their market in this area. Distributors, particularly, were pleased with the national expression of this feeling in the Wall Street Journal when it quoted the results of the McKinsey report. It stated: " . . . eastern management should spend more time wooing the lusty western market . . . more attention to the western market data that has been collected . . . " Problems of the westerners were given: the probthe westerners were given: the prob-lem of selling at "prices slightly higher west of Denver" in competition with the products of West Coast manu-facturers; the difference in the tastes of westerners, "eastern appliances don't always fit in their kitchen lay-outs". The last major gripe of western management was that the easterners did not spend as much time on the West Coast as the area deserves, par-ticularly getting a knowledge of the diverse market conditions.

The dealers here who realize, from both their own experiences and from business reports showing the continued tendency for the public to bank its disposable income, that intensive selling will be needed to get the full volume available this fall, feel that they should be getting more promotional support from manufacturers and distributors. The dealers wonder if the fact that not many large promotions at dealer level are sched-

(Continued on page 14)



They're building BIG, PROFITABLE SALES VOLUME for YOU Every automatic laundry manufacturer



whose trademark is shown here

PUTS A FREE SAMPLE OF calgon ®

INTO EVERY MACHINE SOLD!

BENDIX

Hotpoint

Thor

Westinghouse

BLACKSTONE

Whirlpool

ABC() Matic

GENERAL & ELECTRIC

Trademarks of all manufacturers shown above are registered with the United States Patent Office

The free sample of CALGON delivered with each of these clothes washers shows the customer the marvels of CALGON. That means multiple sales of CALGON for you—for years.

The makers of these fine machines know from

laboratory tests that CALGON is a top-quality product. With CALGON, clothes come from the washer brighter, whiter, cleaner! No soap film, no scum—on clothes or washer! Delighted customers buy CALGON for regular use, recommend it to their friends!

They'll buy from YOU if you STOCK CALGON!

MAKE MORE PROFITS FROM EVERY SALE!

STOCK CALGON—get your share of the big CALGON market!

DISPLAY CALGON—for quick sales!

GIVE CALGON EYE-LEVEL SHELF SPACE—for easy sales!

Write for CALGON literature

CALGON, INC.

HAGAN BUILDING . PITTSBURGH 30, PA.



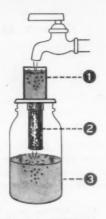
BOOST STEAM IRON SALES with this new water filter set

• Here's what you've been looking for! The perfect "tie-in" for your steam iron sales! Take your customers over the "distilled water" hurdle! . . . show them how easy it is to get mineral-free water . . . this convenient, low-cost way:

SIMPLE, FAST

- 1 TAP WATER goes in here. Excess flows over protective rim which prevents unfiltered water from entering jar.
- 2 WATER FILTERS through tube of "Wantz" filter compound which removes minerals and alkalies from tap water.
- 3 DE-IONIZED WATER (mineral-free, like distilled water) comes out here. Takes only 4 or 5 minutes for a pint.

Water produced by the "Wantz" filter also ideal for use in VAPORIZERS, BOTTLE WARMERS, ICE CUBES, BATTERIES, ETC.... Filter Set includes funnel top and one tube of filter compound (makes up to 20 quarts of de-lonized water... depending on hardness of local supply).



78¢



TWO PROFITABLE UNITS . . . FILTER SETS & REFILLS

Ne. FS-100 "Wantz" Water Filter Set—Two parts—plastic funnel-top and plastic tube of filter compound (which changes from reddish color to yellow as used). When compound is yellow, tube is discarded Packed in display carton.

No. 8-200 Two "Wents" Refills—Each refill tube contains enough filter compound to make up \$\vec{10}\$ 20 quarts of de-ionized water, depending on hardness of local supply.



MAIL COUPON NOW Illinois Water Treatment Co. 840-10 Coder St., Rockford, Ill.	
Gentlemen: I am a Wholesaler. Please rush literature and prices. Retailer. Please send literature and name of nearest wholesaler.	Wantz
FIRM NAME	WATER FILTER
ADDRESS	PAT, APPLIED FOR
CITYSTATE	

APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 12-

uled for the fall indicates that the manufacturers expect a shortage of appliances. While these dealers see the extra heavy national advertising continue, they wonder "where are the trips of yesteryear?"

Promotions. Campaigns are continuing throughout the western area at other than manufacturer level. This month laundry equipment gets the promotional money of the San Diego Bureau of Home Appliances. Likewise in the area served by the Los Angeles city-owned utility. Efforts of the Sacramento Municipal Utility District has turned from summer emphasis on air cooling and electric ranges to a fall pitch on freezers. In the PG&E area of northern California, September was a month for promoting electric kitchens by the No. Calif. Electrical Bureau, while the utility placed 900,-000 stuffers on space heating to warm the customers bills. The Utah Power & Light completed summer promotions of ranges, water heaters, freezers and dryers with its usual successful program at country fairs and rural gatherings. In British Columbia, the BC Electric's September efforts have been on water heater sales through dealers, with that appliance bill-boarded as the "Greatest Blessing in the Home."

The TV Picture. Business continued at what most of the industry considered a "fair pace" while the sales figures showed it to be above seasonal expectations. Primary reason for good TV volume is continued activity in the fringe areas. One distributor's monthly breakdown of sales by dealers showed that more than 50 percent of all set sales were by dealers in communities more than 50 miles from the transmitters, and 10 percent of all sales were for locations more than 100 miles away.

While the southern California TV market continued to base all sales on "deals", prices remained firm else-where. Dealers had the cleanest inventory situation in three years. At the same time, few 1953 lines have come through in a supply sufficient to warrant distributors putting any pressure on dealers. While 21-inch screen sets are providing most of the volume, it is not only because of their popularity and their tight hold on the replacement market in the older TV centers. Many dealers claim they are not getting enough 17-inch screen sets in table models of top brands. One dealer reports that he is losing sales to the sellers of off-brand 21-inch sets because he cannot get the top brand 17-inch table models wanted by lower-

income bracket families.

Latest TV sales figures show that during July 19.500 sales in the San Francisco Bay Area brought the setsin-use figure there to 433,000. Sales for July in southern California were 26,280, an increase of 127 percent over

(Continued on page 16)

PROOF THAT NORGE PAYS OFF FOR THE DEALER!



with Tele-Speed Lights—tell at a glance which cooking

with Pick-A-Pan Cabinets-end "pan groping" forever!

with Blended Heat Oven-bakes with the electricity off

NORGE is the only full line major appliance manufacturer offering both Gas and Electric Ranges

NORGE GAS RANGES

12 models in all - \$9995 to \$28995

FIRST with complete electric ignition (won Home Safety Award)

FIRST with Pick-A-Pan Cabinets -- end "pan groping" foreverl

FIRST with Balanced Heat Oven—ends "hot" and "cold" spots.



Don't wait!













MERCHANDISE MART, CHICAGO 54, ILL.

ELECTRICAL MERCHANDISING-OCTOBER, 1952

. PAGE 15

Don't miss the boat!

book your order now for early fall delivery



STIGLITZ

Automatic Clothes Dryer

It is going to be a big winter for clothes dryers . . . and Stiglitz Sun-Aire has the new features buyers will be looking for. Take a tip from those who saw it at the Market, place your order now while there is still time, before the Sun-Aire promotion gains momentum. Get in on the ground floor with the Dryer that has everything!

ADVERTISING HELPS to help you sell

Radio and TV Spots Singing Commercial Newspaper Mats Consumer Folders

CHOICE TERRITORIES STILL OPEN FOR AGGRESSIVE DISTRIBUTORS

Write, wire or phone for Prices, Discounts and Details of Sun-Aire's Nation-Wide



MADE BY THE MAKERS OF **FAMOUS STIGLITZ Warm-Aire HEATERS** A Complete Line for Gas, Oil and Coal

THE STIGLITZ CORPORATION Louisville 3, Kentucky

The Oldest Stove Manufacturer in America

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 14 -

the same month of 1951. These July sales were broken as follows: 17-19screens, 10,444 units; 20-21inch screens, 15,836 units. number of sets now in use in that area served by the Los Angeles stations is 1.324.088

Conflicting opinions on the TV potential for the fall and winter seasons in Southern California are in-dicated. The action of several large chains to seek full lines of white goods has led many in the industry to believe that these low-margin, volumeminded operators do not see too bright a TV picture in that discountdisrupted market. Opposite viewpoint comes from Los Angeles TV manufacturer Packard-Bell, whose prexy Herb Bell predicted that the company's volume from radio-TV should increase to \$23,000,000 in '53 com-

pared to present level of \$18,000,000. One of the hottest TV markets in the West is raging around Phoenix, Ariz. As reported here last month, the coming of live programs from the East via coax from Los Angeles, jumped June sales 75 percent. In July, sales continued with 1,911 sets valued at nearly one million dollars. August sales continued high, but to the Appliance Merchandisers Association under new sparkplug Bill Cowdry as manager, "the final peak hasn't vet been reached." So underway for September 26-28 is a "gigantic TV show", the association's third annual, to tie in with the coming of the World Series and live football games to the desert country folk.

Shaky Business. Those manufacturers and distributors who have said it would take an earthquake to get dealers off their fannies would not be popular right now in the southern San Joaquin Valley of California. The nationally publicized earthquakes that have been shaking Tehachapi and Bakersfield will hurt the appliance-TV business in that area for many months to come. The two major tremblors plus the almost daily "after-quaking" has encouraged hundreds of migratory farm workers to pass the

area in their movement North, leaving the farmers in serious condition as harvest approaches. Hundreds of other workers, non-migratory but not rooted to the area by home ownership, have pulled out for areas where they feel they will be safe. Already such emigration has increased the repossessions of appliances.

In the first quake, Emil Lang's ap-pliance concern in the little mountain town of Tehachapi was demolished along with the rest of the business section. The Tehachapi Radio & Electric Co. also was damaged. In the small town of Arvin on the floor of the Valley, appliance dealer Gamble's Western Auto Store was the worst hit of all business concerns.

In the later shake that centered in the downtown business section of Bakersfield, some appliance-TV dealers received damage. While nationally-known Urner's Appliance Center was undamaged, the concern's downtown branch operation was in a building that will have to be razed, and the company's concession in Brock's Dept. Store also must await the construction of a new building. Stock from these stores have been put in a

temporary shelter for clearance.

Dealer Harold Moore's building has been condemned. Gundlach's Plumbing & Appliance concern lost the rear of its quarters, but it's business as usual up front. Booth's appliance-TV store suffered damage, mostly to glass, but was back in business with only one day out. Witham's was unhurt in the 10-second quake that brought millions of dollars damage to a 20-block area of stores. Albert Phillip's store is in a building damaged but not enough to hold up business. Weill's Dept. Store was unhurt but its appliance operation was in a separate building that was demolished-appliances are back to the main store now. McMahan's large credit furniture appliance unit here was damaged in the July earthquake and the subsequent bracing pulled it through the second quake without damage. Very little stock was injured in any of these stores.



America's Finest



Four models of Ben-Hur Farm and

9, 13.2, 16.8 and 20 cubic foot sizes -

Hold up to 1,000 pounds of frozen food.

Ben-Hur Mfg. Company.

BEN-HUR FREEZERS







sales for its dealers with a sure-fire promotion package!



The big drive is ready to start! And there'll be extra sales volume headed your way if you go all out for business with Universal's complete package of advertising and store promotion materials.

So get on your horse, pardner! If you haven't received full information—write for it today!

A limited number of Universal Gas Lange franchises are now available in certain localities. Write, wire of blinns for complete information.

Universal

CRIBBEN & SEXTON . 700 HORTH SACRAMENTO BLVD. . CHICAGO 12, ILL.

COMPLETELY NEW, ALL THE DELUXE FEATURES ...AND MORE! TERRIFIC TRAFFIC BUILDER!

New! EUREKA mass

Easy action SWIVEL-TOP cleans all over from one position!

NOW you can offer your customers
THE NEWEST, MOST ADVANCED DESIGN
IN CLEANERS at a price that's a good \$20
to \$30 below the market! This terrific low
price of EUREKA Roto-Matic is the basis of a
long-range merchandising plan founded
on mass production and mass selling...
with full profit for you and unprecedented
advertising and merchandising support.

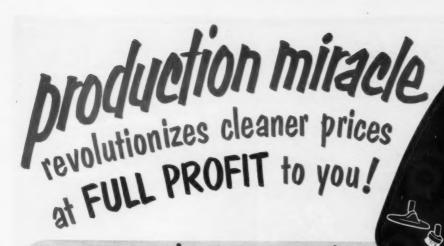
Think what it means to you as a trafficbuilder alone! You have a full-profit leader in this sensational new EUREKA Roto-Matic and, for step-up sales, the industry's finest upright cleaner, the EUREKA Automatic, plus the tops in tank cleaners, EUREKA Airomatic!

Gueration by Good Hounthoping

New Idea! EXCLUSIVE
ATTACH-O-MATIC clip-on TOOLS!

Greatest improvement in vacuum cleaning in years! Tools always where they are wanted, when they are wanted...no floppy bag or awkward box to fuss with!

NO DUST BAG
TO EMPTY of course!





AMAZING NEW NO. 60 RUG NOZZLE!





ONLY 14% LBS.



ELECTRIC CORD CLAMPED TO CLEANER



OTHER CLEANER OFFERS ALL THESE FEATURES



WHISPER" QUIET-NO VIBRATIONS



TOSS DIRT AWAYI







 Sparkling, dynamic double pages, pages, half pages
 —all brilliantly designed in two colors and packed with sales punch to pull prospects to your store! Look at the list of magazines-then ... hurry ...

CALL! WRITE! WIRE! For full details.

EUREKA DIVISION Eureka Williams Corporation, Bloomington



CLAUTE FUSST... A PHILCO POLICY



3-SPEED RECORD CHANGER WITH TRUE-HARMONIC REPRODUCER.

THE FIRST PHONOGRAPH TONE ARM TO FAITHFULLY REPRODUCE THE FULL RANGE OF HARMONICS ... TO BRING OUT THE TRUE CHARACTER OF EVERY INSTRUMENT... EVERY VOICE ONLY PHILCO HAS IT!

THE MOST LUXURIOUS WAY TO ENJOY TELEVISION EVER INVENTED

PHILCO REMOTE CONTROL

HERE FOR 1953 IN A WIDE SELECTION

OF MODELS AT NEW LOW PRICES!





NOW...TV COMBINATIONS THAT OCCUPY 1/3 LESS FLOOR SPACE

NEW FOR 1953, AGAIN REFLECTING PHILCO LEADERSHIP IN CABINET DESIGN! WIDE CHOICE OF MODELS IN SPACE-SAVING CABINETS

CO FAMOUS FOR QUALITY THE WORLD OVER



000

GOLDEN BACK PANEL Loads of profit for you!

FAMOUS Magic Chaf FEATURES INCLUDING THE ...



c EXCLUSIVE SWING OUT BROILER

without stooping with this smoke-Swing Out Broiler! Door protects at annoying spatters, too. Lifts out for quick cleaning.



EXCLUSIVE RED WHEEL REGULATOR

Fenosil—the new exclusive control liquid that assures a results every time. Makes for amateurs or experts.



EXCLUSIVE ONE-PIECE TOP

BURNER UNIT



MORE WOMEN COOK ON Magic Chef THAN ON ANY OTHER RANGE

000

Magic Chef., INC., 1641 S. KINGSHIGHWAY, ST. LOUIS 10, MISSOURI



Deepfreeze means more



In hundreds—perhaps thousands—of homes in your trading area, homemakers have taken a new lease on life.

No longer are they slaves to the grocery store. No longer do they worry where their next meal is coming from. Tonight's dinner, next week's and next month's are coming from their Deepfreeze Home Freezers. Those meals will cost less in money, time and energy—and they'll be more wholesome, too!

Who is responsible for this revolution—
this "emancipation of the homemaker"?

The answer is Deepfraeze, the Home Freezer pioneer.

There are many "come latelys" in the industry, but there's only one genuine Deepfreeze Home Freezer. No other line has behind it a fraction of the priceless experience in design, construction, and actual operation under every possible condition.

On these pages are pictured the latest and finest products of Deepfreeze craftsmen.

Deepfreeze Home Freezers (chest-type) are now made in 4 sizes—7, 13, 17 and 23 cu. ft.—and all of them have advanced features unmatched by any other line. "Sweat-Proof" exteriors, super-quiet operation, Deepfreeze "Casseroles" and "Handy Basket", Floating-Action Lids, "Silent Signal" Lights—these are just a few examples of outstanding design and value.

For homes where space is limited, Deepfreeze has just introduced the sensational new Upright Deepfreeze Home Freezer. Capacity is 11.2 cu. ft. or more than 390 lbs. of assorted frozen foods—yet this new model takes no more space than a refrigerator! The exclusive "Freezer Door" has shelves for small frozen food items and the exclusive "Freezer Basket" keeps odd-shaped packages organized. Deepfreeze freezing coils bonded to the bottoms of all four shelves assure fast contact-freezing.

Refrigerators by Deepfreeze are just as far ahead in their "league" as Deepfreeze Home Freezers are in theirs. They alone have the genuine Deepfreeze Freezer Compartment and the sensational "Door that Stores More" that has unique convenience features every woman wants. There are 9 models, ranging from 9.3 to 11.5 cu. ft.

Add to all this the complete line of Deepfreeze Electric Ranges and Water Heaters—each the top value in its field—and you'll see why Deepfreeze means more dollars to dealers! For further information, see your Deepfreeze Distributor!

dollars to dealers!





Deluxe Medel C-13 Deepfreeze Home Freezer

The amazing growth of Deepfreeze Home Appliances from an idea to a great industry of world-wide fame in just 14 years is one of the success classics of our time.

Deepfreeze Appliance Dealers, helped by excellent sales promotion aids and millions of dollars worth of national advertising, have really rung the bell.

The sales promotion aids currently furnished include complete month-by-month promotions, planned, produced and packaged in advance ... a complete variety of literature of all types for hand-out or mailing ... powerful newspaper mats on all products ... effective dis-

play materials...thoroughly tested and proved sales training helps of all types.

The top national magazines are carrying Deepfreeze National Advertising to more millions of homeowners than ever before. In addition, Deepfreeze now sponsors America's favorite news commentator, Gabriel Heatter, every Thursday evening over 530 stations of the Mutual Broadcasting System. At the end of every broadcast, 2 to 4 Deepfreeze Dealers are identified in each locality as "Deepfreeze Appliance Headquarters".

If you're not a Deepfreeze Appliance Dealer, see your Deepfreeze Distributor! The famous trade-name
"Deepfreeze" is registered
with the United States Patent Office,
Washington, D. C. Only appliances
manufactured by Deepfreeze Appliance Division, Motor Products Corporation, can bear this name. Only
authorized Deepfreeze Appliance
Dealers and Distributors can use it.

Deepfreeze Home Appliances

© 1952 Deepfreeze Appliance Division, Motor Products Corporation, Horth Chicago, Illinois. Makers of gemine Deepfreeze Home Freezers, Refrigerators, Electric Ranges and Water Houters. Specifications subject to change without notics. Deepfreeze Home Appliances are also available in Canada.

Your New EMERSON-ELECTRIC HEATER SALESMAN

Mr. Chill—Here's one of the busiest little men you ever met... and one of the best salesmen you ever had! He occupies that cold corner in everyone's home ... the one that just can't be kept warm. Now national advertising puts the finger on him ... tells your customers that Emerson-Electric heaters get rid of him. Ask for complete information about him and data on Emerson-Electric Heaters for the coming 1952-53 heater season.



1. Low inventory investment . . . meet all quality heater customers' needs with only two models, each in two finishes!

2. 5-Year guarantee . . . the same guarantee that backs famous Emerson-Electric fans, assures customer satisfaction!

3. Easy to sell... backed by National Advertising, plus free mats, display cards and folders that drive home the powerful story on Emerson's exclusive features, clinch sales!

THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MO.



Folder

No. H123



Write for	Illustrated	folder	No.	H123	today	1.
-----------	-------------	--------	-----	------	-------	----

THE EMERSON ELECTRIC MFG. CO. Saint Louis 21, Mo.

Send us your illustrated folder for '52

NAME

ADDRESS.

CITY

STATE

ECONOMIC CURRENTS

Appliance Buying Back to "Normal"

By the McGraw-Hill Dept. of Economics

WHILE the general business outlook is unusually bright, the prospects for appliances are nothing to get excited about. The momentum of rising spending will push general business a little higher, but it looks like appliances have hit a postwar "normal".

The momentum behind the general business rise consists of these things: Defense spending will continue to rise during the coming year, from about \$48 billion a year to \$53 billion. Private investment, now at \$49 billion a year, may be expected to rise to \$51 billion. Consumer spending for all types of goods and services is likely to go from the present \$215 billion to about \$219 billion. True, these are modest increases. Still a rising level of prosperity, at least until mid-1953, seems very likely.

Appliance dealers are likely to get some benefit from this rising spending, but the gain in sales is likely to be small. No one can be sure of this, but it is beginning to look like the present rate of appliance buying is pretty close to "normal".

Consumers spent about 6 percent of their disposable income on household equipment between 1946 and mid-1951. During the second half of 1951, and in 1952, the proportion declined to 5 percent. This compares with 5.7 percent spent in 1949 and 5.3 percent in the years just before World War II. In other words, it looks like the five postwar years were well above average, making up for the war period, but now sales are dropping back to the old pattern. If we figure the "calculated demand", based on prewar buying, we find that refrigerator and vacuum cleaner sales are now almost exactly in line with what we would expect. Washing machine sales are considerably higher than "normal", apparently because the automatic

washer has not yet run through its life cycle of filling up the market.

PROMOTION BECOMES IMPORTANT

This gives us the cue that future expansion in appliance sales, beyond the normal rate of spending, will be possible mainly through intense promotion of newer appliances at competitive prices. The importance of putting sales effort behind appliances which have not yet saturated the market is also pointed up by a Federal Reserve Board study. Here it was found that the proportion of new refrigerators owned was higher in the Southern part of the country than in other geographic regions. The South was, prior to 1940, a low income area compared to the rest of the United States; but its income has grown more rapidly than the rest of the country in the last decade. The low ownership of refrigerators prior to the war meant an unusually big market for new refrigerators in the postwar

Other useful points of information about appliances from the Federal Reserve Board survey are these:

1. The highest frequency of ownership of television sets was among married persons with children.

Television appears to have a special appeal to families headed by skilled and semi-skilled workers.

3. One out of ten refrigerators purchased during 1951 was a used one. The proportion of used machines purchased was one-fourth in spending units with incomes below \$3,000. From this, we might conclude the used refrigerator market is not to be overlooked.

4. Young families without children were the most frequent purchasers of basic household items such as furn-

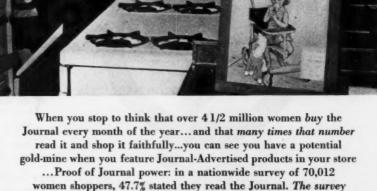
(Continued on page 30)



IT MAKES SENSE TO US TO FEATURE JOURNAL ADVERTISED PRODUCTS... BECAUSE ALMOST



HALF OF OUR WOMEN CUSTOMERS READ THE JOURNAL."



included 2,885 interviews in electrical appliance stores.

PROFIT MAKER QUIZ:

All these products are adver-tised in the Journal. You profit if you carry, display, feature them. How many can



Ladies' Home

MORE WOMEN BUY THE JOURNAL THAN ANY OTHER MAGAZINE THAT CARRIES ADVERTISING

Get in on G.E.'s

Don't miss getting your

Get In On The Highest-Powered Customer-Getting Program
In The Cleaner Business!

It's a program especially designed to make it easy for you to sell the finest, most modern vacuum cleaner—to the two types of customers you have—in-store customers and in-home customers.

You've the best cleaner on the market—the one that's going to get you your share of the \$270,000,000 vacuum cleaner business. Just check these extra customer-appeal sales features!

- * "Reach-easy" Cleaning—thanks to G.E.'s amazing new Swiveltop, the cleaner is placed in the center of the average room and every inch of space can be cleaned with ease without once moving the cleaner!
- ★ No "Drop Off" in Suction—special engineering by G.E. prevents dirt from clogging suction-head—so (unlike many cleaners) G-E pick-up power stays strong and steady from empty to full!
- ★ No Dust Bag or Can to Empty—hands never touch dirt. It is collected in giant "Throw-Away" bag that needs replacing only a few times a year in the average household!
- ★ Plus gentle, quiet exhaust! PLUS effortless "Step-on" control! PLUS TV-Radio Static Suppressor!

PLUS CUSTOMERS! G.E. is creating the biggest demand for any vacuum in the market by pre-selling your customers on the Swiveltop through full-color spreads and pages in LIFE and GOOD HOUSE-KEEPING — through high - powered in - home demonstrations on G.E.'s coast-to-coast television shows!



Now here's G.E.'s 1-2-3 power-packed, salesclinching program that will turn your pre-sold prospects into order-book customers!

HOW TO GET CUSTOMERS INTO THE STORE!



You lure them in with the greatest customer bait in the history of the cleaner business! It's a MINIATURE of the new Swivel-top Cleaner—and you know how people love miniatures—that are really practical! Contains a unique new spot-remover stick. You give it away to each customer who comes in and asks for a demonstration—and, brother, there'll be plenty of them! They'll see it in LIFE and GOOD HOUSEKEEPING and on the G. E. Television Shows from coast to coast!



You stop them on the sidewalk—and bring them in!—with the new window display! Lights, action, color tell passers-by at a glance the wonderful General Electric "Reach-easy" cleaning story! This electrically animated display demonstrates the exclusive Swivel-top in the same colorful room scene used in LIFE and GOOD HOUSEKEEPING ads. Stops 'em cold—so you've got 'em sold!

Pistol-Hot Promotion!

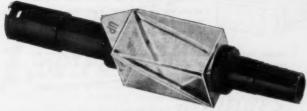
share of 270 Million Bucks!



HOW TO SELL CUSTOMERS IN THE STORE!



You sell them "Reach-easy" cleaning from the new demonstration merchandiser! All new—and ready to work for you. Easiest-to-use floor demonstration fixture ever made! Swinging girl attracts attention. Silhouettes in background flash on and off to show "Reach-easy" cleaning. No fuss-no bother. All you do is turn the cleaner on to demonstrate! Sturdy construction with convenient caddy shelf. Gives you a permanent, neat vacuum cleaner department in only 4 square feet!



You show them cleaning ability with the new dirt Vizu-o-lizer. Unique Vizu-o-lizer of clear plastic lets customers see dirtwatch suction in action! Fits locking or non-locking attachments. Comes with special adapters, 100 fibre filters and complete set of directions. A real visual demonstration of the amazing cleaning power of the new General Electric 815 Cleaner!



You sell them features with the new feature spots! Here's a terrific way to give your customers a feature-by-feature story of the new 815 Cleaner. You spot eight features from the Swivel-top to the Step-on control by placing feature stickers right on the cleaner! Tells you what to talk about. Lets your customer see as well as hear about each feature. So you sell the important advantages and clinch the sale without wasted effort!



HOW TO SELL IN-HOME CUSTOMERS!



Here's a novel way for you to get cleaners out into homes-where they'll stay sold! Use G.E.'s directmail campaign, offering selected customers a halfgallon of the famous Glamorene rug cleaner as a reward for trying a G-E Cleaner in their home. Builds up a sales volume for you with a minimum of effort! Customer tries vacuum cleaner for 10 days-she likes it-keeps it!

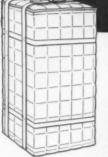


Get in on G.E.'s promotion now! Use these merchandising tools and get your rightful share of this big and profitable chunk of the appliance market—as the cleaner business goes back where it belongs-in your store! General Electric Company, Small Appliance Division, Bridgeport 2. Connecticut.

GENERAL (SE) ELECTRIC



14 years continuous service FROM ONE Slingabout



SAYS DALE N. HUSTED THE D. N. HUSTED TRUCKING CO.

UTICA, N. Y.

"Dependable Webb Slingabouts play an important part in our daily service year after year. No doubt, we'd still be using that first Slingabout if it hadn't been lost," says this Utica trucker. "I would not aftering to handle applicance loads without Slingabout protection."

Durable Webb Slingabouts can stand up to repeated use in your deliveries, tool These heavily padded convos jackets are lined with soft white floanel that absorbs shocks and jolts while protecting mirror finishes. Sturdy sling with convenient hand strap facilitates twisting and turning loads off and on trucks. Slingabouts fit all leading makes of appliances listed below.

Ask about Wrapabouts for TV sets.



SEND

WEBB MANUFACTURING CO., 2918 N. Send Slingabout prices for model #		Phila. 33, Pa.
make		Refrigerators
Name		Radio
Address	Check Appliance	Washer Other
City State		(please specify



Economic Currents

CONTINUED FROM PAGE 26-

iture, refrigerators, and stoves.

Young families with children were the most frequent purchasers of washing machines.

6. The long run plans for home purchasing are very strong. About 8 percent of the spending units had tentative plans to buy a house in 1953 compared to 4½ percent this year. This would indicate a good demand for electrical equipment to outfit homes.

7. The amount of money families expected to pay for new radios fell sharply, from \$100 per set in 1951 to \$40 this year. Apparently television has taken the place of the console

A successful electrical dealer does two things each business day he doesn't feel like doing—he opens his store and he closes it!

radio, and most planned purchases are for portable or table radios,

8. About 4 in 10 purchasers used installment credit to finance the purchase of household equipment.

PLENTY OF ROOM FOR CREDIT

Installment credit could become an important factor in increasing appliance sales. It hasn't boosted them much yet, despite the suspension of Regulation W in May. However, in prewar years credit granted on home-furnishing purchases was in the neighborhood of 3 percent of disposable income. Now it is roughly 1.5 percent

The most expensive luxury in an electrical firm is a clerk who can't add correctly.

of income.

Installment credit on automobile purchases has zoomed recently. Total credit on auto loans increased by \$450,-000,000 in two months following the release of Regulation W. A year earlier, there was no increase in a similar two-month period. Installment credit on other retail purchases, including appliances, increased by a more modest figure, \$150,000,000.

It is possible that consumers are using their cash and credit most eagerly to buy housing and automobiles, and will turn more to household equipment in the future. If consumers were willing to increase their installment debt from the present 1.5 percent of income to the old 3 pervent ratio, an increase of 10 percent in appliance sales would take place.

The main chances for gains in appliance sales lie in moderately rising consumer incomes, increased installment sales, and in pushing new type appliances that have not saturated the market. The normal spending pattern of consumers indicates the present rate of buying will be maintained, which is after all a high rate of sales. But to push sales higher, aggressive and competitive selling is needed.

here
in ten words
is the

CALCINATOR



CALCINATOR
disposes of
all garbage
and
burnable
trash

automatically

10 words that pack a powerful sales story! Electric Calcinator is automatic. There is nothing to watch . . . nothing to turn. Calcinator is carefully engineered, trouble free-built for a long life of satisfactory service. Calcinator is profitable.

Also models for natural, manufactured, mixed and all LP gases. Write dept. EM for more information.

CALCINATOR

VALLEY WELDING & BOILER CO. Boy City, Michigan

2 Reasons why You'll Make More Dollars with DEXTER!



famous and exclusive Dexter Twin-A-Matic, DeLuxe Automatics and Dryers! You owe it to your business to get the facts about Dexter THE DEXTER
OUTPERFORMS!

2 DEXTER REQUIRES
LESS SERVICE!



"During the past several years I've found Dexter sales snowball into greater and greater dollar volume. Every new user has told friends and neighbors about the Twin-A-Matic...how it outperforms all other washers including automatics, and how it requires practically no service. This word of mouth advertising really brings in the busi-

ness. Many prospects are sold on the Twin-A-Matic before they walk in the door. There's no great secret to making money in this business. When you're a Dexter dealer, happy customers and higher net profits just naturally go together."

(signed)

Elmer I. Lack

DAVENPORT, IOWA

More Satisfied Customers! Higher Net Profits! . . . with



DEXTER

PIONEERS

WASHDAY ENGINEERS FOR 58 YEARS!

THE DEXTER COMPANY, FAIRFIELD, IOWA

When a manufacturer says:



WHAT DOES IT MEAN TO YOU?



SOLD! Your Best Rural Customers. Advertising in Country Gentleman sells the better-income, bigger-buying rural families in your own trading area. It is the best-read magazine in 2,300,000 rural homes throughout America.



SOLD! Customers Other Magazines Miss. Non-farm magazines fail to reach Country Gentleman readers . . . 2 out of 3 women do not read any leading women's magazine—4 out of 5 men do not read any leading weekly magazine.

Rural America's Best Salesman!

PROOF THAT ADS IN COUNTRY GENTLEMAN SELL GOODS FOR YOU

A nationwide survey shows that men and women heads of Country Gentleman homes

- READ THE ADVERTISING in Country Gentleman in 96.2% of homes.
- 2. GET BUYING IDEAS from the advertising in 3 out of 4 homes.

The Family Magazine for Better Farming — Better Living



The HOT SPOT on your STORE FLOOR!



Hearth Glo GAS ROOM HEATERS



Hearth Flo

for areas where vented heaters are required

makers of famous

One look and they're practically sold! Why? Because Hearth-Glo stands out as this season's top heater value. Let 'em see its sturdy construction, clean lines, fool-proof, economical performance. It's the fastest way to turn a shopper into a customer!

If you're sold out already, re-order from your wholesaler now!

Sold only through authorized hardware wholesalers

JACKES-EVANS MFG. CO. . St. Louis 15, Missouri



"ST. LOUIS BLUE" Tempered Steel STOVE PIPE



The Hottest Sellers on the Market! Two-in-one

Sunlamps that give your Customers Double Value

✓ Penetrating Heat

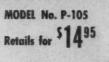
Sperti's infra-red heat unit soothes muscular aches and pains.*

July Sun Tan

Sperti's ultra violet arc lamp tans any skin the sun will tan.

For Better-Than-Ever Sunlamp Sales, Feature Sperti, The Double-Value Sunlamp

Here's a sunlamp value that packs real customer appeal. Two-in-one feature means extra value for your customers, extra sales for you. Sperti's better-than-ever 1953 models are streamlined, super-powered beauties that sell on sight. Don't miss this chance to set new sunlamp sales records this year. odue to overexertion and fatigue





MODEL No. H-401 Retails for \$5995



Better than ever ad promotion backs SPERTI in 1953



Sperti's big 1953 ad campaign hits your markets at just the right time. National ads in the Metro Group start Nov. 16 and run 'til Feb. 8. Be ready for the sunlamp rush. Get your supply of stuffers, broadsides and display cards now.

Sperti ad mats are free. Run them in local newspapers over your name and watch your sales go up! Take full advantage of this profit opportunity. Your distributor has all the details.

ACT NOW! STOCK! DISPLAY! CALL YOUR DISTRIBUTOR TODAY!

WORLD'S LARGEST MANUFACTURER OF SUNLAMPS

FARADAY INC., CINCINNATI 2, OHIO



Expandable house... that grows with the family!

The young married couple starts out with the four-room version, 568 square feet.

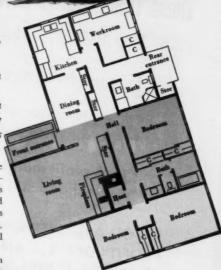
With new arrivals, another bedroom and a living room with a fireplace can be added, 1,347 square feet... Stage three adds extra bedrooms and converted bath, 1,659 square feet.

The plans for the expandable home were published in a leading home service magazine—Successful Farming. The basic plan incorporates the central rear hall, workroom on first floor, and driveway entrance from the yard... three features standard in SF homes. (August 1952 issue. Plan S2208, including working drawings for all three stages, costs \$2.50—if you're interested.)

Successful Farming is the source of ideas on better living for the nation's best farm families building new homes, remodeling, redecorating, adding new furniture and furnishings...keeping pace with risen farm living standards, which today par those of the best metropolitan suburbs! Twelve years of record incomes have made the SF audience the best class market in the U.S. ... prime prospects for quality merchandise.

SUCCESSFUL FARMING concentrates nearly a million of its 1,200,000 circulation in the fifteen agricultural Heartstates, with the best land, largest investment, highest incomes. The SF subscriber's

average annual income easily exceeds the national farm average by 50%.



White area is the original house Solid Green indicates first addition Green tint indicates second addition

With high readership and influence based on a half century of service, SF gives deep penetration of a market mostly missed by general media... is needed by appliance advertisers to balance their national effort! For full facts on today's best sales opportunity, call the nearest SF office.

MEREDITH PUBLISHING COMPANY, Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.

Lets not kid

"No Profit"

"Short Profit"

These THREE things have always moved merchandise ...in any market...and put money in the till

- A product with a sales handle to bring prospects in
- 2 A promotion with strong advantages for the buyer to convince prospects that this is the time to buy
 - A profit margin that is long enough to swing the deal and still give you a good net

IF YOU ARE TIRED OF "NO PROFIT" DUMPS AND "SHORT PROFIT" DEALS ... AND WANT TO MAKE MONEY FOR A CHANGE ... IT WILL PAY YOU TO TALK TO YOUR EVANS DISTRIBUTOR ABOUT EVANS'

Long Profit Plan for boosting fall sales



EVANS

If you're in business to make money...the most profitable 30 minutes

ourselves

Oil Gas...

AIR IS PULLED
DOWN INTO TOP

You never had it so good . . . on product

You never had it so good ... on promotion



OUT ACROSS THE FLOOR



You never had it so good . . . on profit

you can spend will be with your EVANS distributor TODAY



THE INCOMPARABLE NEW

Capelvart

Your prospects know what it takes to make a leader. In television it's a brilliant Crystal-Clear picture... a miracle chassis with *Reserve Supply Video Power that captures images from near and far with amazing perfection of clarity and detail... cabinetry that is authentic in styling and superb in workmanship.

These are the qualities that are the key to Capehart's prestige leadership. These are the reasons why, when your prospects want the finest, they say, "I want a Capehart!"

You, too, can't go wrong following Capehart prestige leadership to more business and bigger profits. A valuable Capehart franchise may be available in your territory. See the Capehart distributor for your territory or write Fort Wayne today.

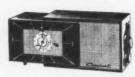


The CAPEHART "Monticello." Magnificent smartly-styled Capehart—with lifelike 21-inch Crystal-Clear Picture, exclusive Symphonic-Tone System and new Extra Power Margin \$34995** chassis. Only



The CAPENART 5-Way Radio (Model 15). A portable and a table radio in one attractive package. Plays on battery or AC or DC current. Perfect choice for extra radio everyone needs. A real booster for radio sales. 3995** Only





The CAPEHART Clock Rudio (Model TC-20). The fastest selling clock radio on the market—the most wanted, the smartest styled. Plastic cabinet in choice colors. 4995° cabinet in choice colors.

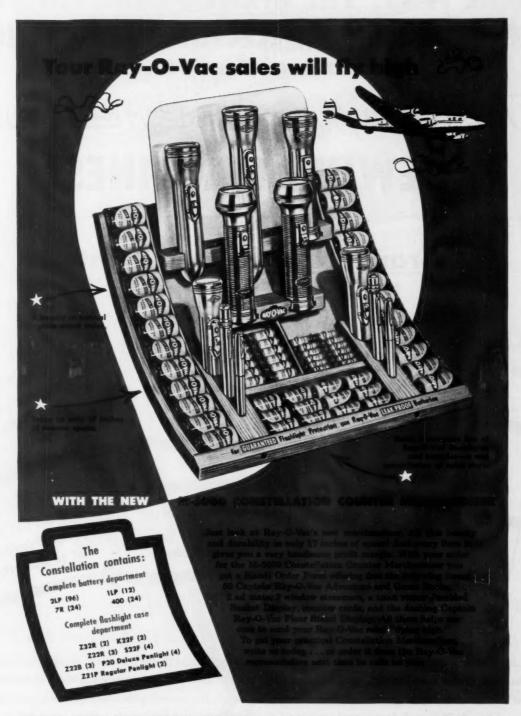


The CAPEHART "Charlestown." For those who must economize in space, but demand finest quality. Brilliant 21-inch Crystal-Clear Picture. Unequalled Symphonic-Tone System, Exclusive Reserve Supply Video Power for clearer picture. Authentic styling in mahogany. Only \$39995**

CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana

An Associate of International Telephone and Telegraph Corporation

**Zone 1 price.



RAY-O-VAC COMPANY, MADISON 10, WISCONSIN . RAY-O-VAC CANADA, LTD., WINNIPEG, MAN.

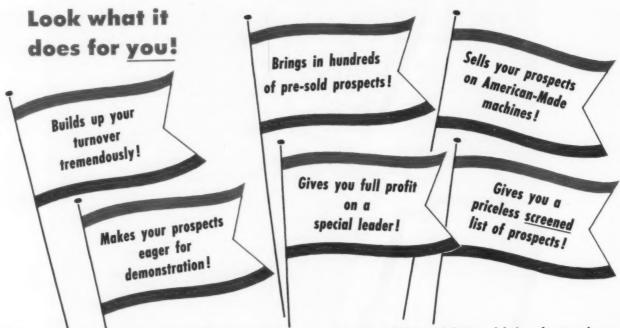
HERE IT IS! THE GIANT PROMOTION FOR TODAY'S HOTTEST ELECTRICAL APPLIANCES!

Jointly Sponsored by



SEWING MACHINES!

A <u>Brand-New Kind</u> of Contest that has Everything!



YES...here's the promotion that has "what it takes" to do a top job for you! Fabulous prizes, a fascinating contest idea your prospects can't resist! And every promotion angle is built-in to help you make more sales, more profits, faster than ever before! It's unique, it's different, it's going to make sales history! It's backed by brilliant full-color advertising in leading magazines, full newspaper support, radio, TV—and a big publicity cam-

paign full of tie-ins with famous fabric and pattern houses, built around "American-Made Week"! And everything is ready for you—display material, books for free giveaway, banners, window cards, official entry blanks, consumer "come-on" mailers! All keyed to the machine you handle, in your area! Get in touch with your distributor today—get set to reap every last profit dollar from the most exciting promotion ever put in back of sewing machines!



There is still time to handle our Sewing Machines Now!

Make additional sales. Help yourself sell more appliances. The <u>quicker</u> you act, the more you gain.

Mail Coupon Today!

FREE SEWING MACHINE COMPANY 336 North Foothill Road, Department M-102 Beverly Hills, California

I want to handle sewing machines right now if not sooner! Rush me facts on the machine checked below! Tell me how to get in on the giant American-Made Fashion Award promotion!

☐ Free-Westinghouse	☐ New Home

Name			
Address			
City	Zone	_State	



Dealers are meeting new customers in droves, through these traffic building, excitement creating offerings! Floor sales are zooming! Custom-planned, ensemble sales are also zipping along!

Retail sales people who have been luke-warm on kitchen sales are hitting homers and breaking records.

If you aren't fast enough to catch the hand-rails on THIS "streamliner," get your TRACY distributor to put you in line for the next one. If you want your distributor's name and address, write, wire or phone.

Action is the word for Major-Stores Plan

Scores of big-volume stores have embraced the TRACY special plan for fast selling and extra profits. They KNOW it works and KEEPS ON WORKING!

Outlets selling in truck-load and car-load movement should ask about THIS TRACY promotion NOW. It provides the finest merchandise in the kitchen field, PLUS a continuing profit set-up, PLUS advertising and promotional support. Ask for details and we'll get them to you in a hurry. Don't wait.







THE QUALITY-VOLUME LINE

KITCHENS

TRACY MANUFACTURING CO., Division of Edgewater Steel Co., Pittsburgh 33, Pa.



MODEL 1-75—Easy's Diamond Jubilee Spindrier with Automatic Spin-rinse and other top-quality features. With handy swing faucets that drain, fill and rinse . . . save suds for re-use. Built-in filter—another Easy exclusive. High-speed pump that drains tub faster. Priced to sell fast.





Wringer Washer! This featurepacked Easy has big-capacity porcelain tub and massive Safety Wringer. It's loaded with eye appeal and priced just right for consumer action.



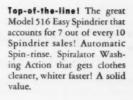
2 FECALS with "come-on" power to spark easier step-up sales. And here's why at

TOP-FLIGHT

And here's why they're special! They offer customers top-quality Easy features at spectacular prices. They offer you full profits...and red-hot step-up potentials, too! Easy dealers report that 7 out of every 10 Easy Spindriers sold today are top-of-the-line Deluxe Model 516's. Seems amazing until you remember

that the Spindrier has more demonstration fire...more proof-of-performance features...than any other washer!

There's a plus for everybody in Easy's Special Fall package...plus value for your customers...plus profits for you. Start promoting it now! Easy Washing Machine Corporation, Syracuse 1, N. Y.



Model 516

EPINDRIER

... with Automatic Spin-rinse

hottest Christmas gift item this year!

here are the facts:

fact: 9 out of 10 of your customers still need clock-radios.

fact: Clock-radios are in bigger demand this year than ever before.

This powerful TELECHRON timer ad (shown on opposite page) will hit the Christmas gift market at its ripest.

fact:

25 leading brands of clock-radios are equipped with TELECHRON clock-timers . . . to help your sales.

Your customers know and appreciate the quality of Telechron products . . . are constantly reminded of it through strong, consistent consumer advertising.





This full-color,
two-page center-spread ad will appear in
THE SATURDAY EVENING POST, Nov. 22.

moral: Prepare with a

Prepare now for Christmas profits
with a big display of clock-radios equipped with
TELECHRON clock-timers.

Yes. 25 leading brands with Telechren timers! Admiral, Airline, Arvin, Automatic Radio, Capehart, Crosley, DeWald, Emerson, Firestone, Hallicrafters, Jewel, Mitchell, Motorola, Packard-Bell, Philoo, Raytheon, RCA-Victor, Sentinel, Silvertone, Stewart-Warner, Stromberg-Carlson, Trav-ler, Truetone, Westinghouse, Zenith.

Telechron

MARK OF TIMING LEADERSHIP

plain hard facts show
you how you'll save
with
CHEVROLET
Advance-Design
TRUCKS



Fact No. 1

THEY LIST FOR LESS

Yes, Chevrolet trucks list for less than any other comparable truck capable of handling the same payloads. And yet, in a Chevrolet you'll find a combination of great truck features you can get in no other truck.

Fact No. 2

EVERY MILE AN ECONOMICAL MILE

For low fuel, oil and upkeep costs you can't beat Chevrolet's time-proved Valve-in-Head engines. Thriftmaster or Loadmaster, these engines give you top economy and long life to match the ruggedness of frame, axles and other units.

Fact No. 3

THERE'S ONE TO FIT YOUR JOB

Right down to wheels and tires, every Chevrolet truck is fitted to the job it has to do—factory-matched to operating conditions and payload. You don't have to waste money on "too much truck" or sacrifice efficiency with "too little truck" for your needs.

Fact No. 4

VALUE STAYS HIGHER LONGER

Chevrolet trucks traditionally bring more dollars at resale or trade-in than other makes costing about the same when new. You get more value with Chevrolet trucks from first to last. See your Chevrolet dealer.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES -

TWO GREAT VALVE-IN-HEAD ENGINES—Loadmuster or the Thriffmaster—to give you greater power par gollon, lower cost per load • POWER-JET CARBURETOR—for smooth, quick acceleration response • DIAPHRAGM SPRING CLUTCH—for easy—action engagement • SYNCHRO-MESH TRANSMISSION—for fast, smooth shifting • HYPOID REAR AXLE

—for dependability and long life • TORQUE-ACTION BRAKES—on light-duty models • PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES—on medium-duty models • TWIN-ACTION REAR BRAKES —on heavy-duty models • DUAL-SHOE PARKING BRAKE—for greater holding ehility on heavy-duty models • CAB SEAT—with double-deck springs

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN

for complete riding comfort e VENTIPANES—for improved cab ventilation e WIDE-BASE WHEELS—for increased tire mileage = BALL-TYPE STEERING—for easier handling = UNIT-DESIGNED BODIES—for greater load protection = ADVANCE-DESIGN STYLING—for increased comfort and modern appearance = WIDEST COLOR CHOICE at no extra cost.

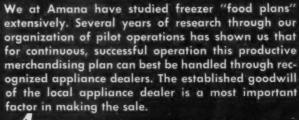


Amana PLAN



A COMPLETE FREEZER "FOOD PLAN" MERCHANDISING PROGRAM FOR DEALERS







Amana, based on the results of this study and experience, has developed a complete freezer "food plan"—The Amana Plan. It is a complete and successful method of capitalizing on the present urban trend toward quantity food purchases.

For the first time, you can take advantage of this tremendous sales potential. Amana offers all the tools necessary to successfully merchandise this plan.

The Amana Plan and the Amana Food Freezer offer a combination that defies competition. As food-freezer plans become more widely known, more and more people will come to realize that the foundation of any food plan is the freezer. With an Amana Freezer, the finest freezer made, the sale is assured.

Amana PLAN

SEE YOUR Amana DISTRIBUTOR NOW FOR COMPLETE DETAILS OF THE GREATEST MERCHANDISING PLAN EVER DEVISED—
or write

SANTA CLAUS Could Die of Old Age

No one shoots Santa Claus. This remark about a government which spends and spends and spends may well be true. But it is also true that Santa Claus is an old man. At his age overwork might well kill him.

It is with the possibility of working Santa Claus to death that this editorial is concerned. No position is taken as between the contending political parties in the present campaign. Our concern is with the problem of protecting Santa Claus.

It is true that as a nation we now enjoy great prosperity. The prosperity is not nearly so general as the political advertisements of it would suggest. Millions of individuals, notably those living on pensions, annuities and other fixed incomes, have been robbed of half their purchasing power by inflation during recent years, and whole industries know little or nothing of boom times.

However, measured by so basic a gauge as unemployment, we do have great prosperity. Less than two million of our total working force of over 64 million are unemployed, and many of them are unemployed only while moving from one job to another. The real income, i.e., what their dollars will buy, of those with jobs is somewhere near its all-time peak.

Our Prosperity is Precarious

The prosperity we enjoy, however, is precarious. This is primarily because it is dependent upon a rising volume of expenditures by the federal government. At present almost a quarter of our entire national income is ladled out through Washington, and in an ever increasing amount.

If, as matters now stand, federal expenditures were to be suddenly and sharply cut, our government-financed prosperity would be severely upset. But if the federal government were to try to keep right on providing prosperity by steadily increasing its expenditures, the end result would be more certainly disastrous. It would be a crash caused primarily by having continuing inflation of prices destroy the value of the dollar.

Higher government expenditures of worthless dollars then could accomplish nothing. Santa Claus would be dead from overwork.

To Provide Firm Foundations

The general route to be followed in putting firm foundations under our prosperity is quite clear. It involves two steps which must be taken closely together. The first is to stop the continuous increase in federal expenditures. The second step is to substitute expanding private business for government-financed business as the principal foundation of expanding prosperity.

The increase in federal expenditures can be stopped without sacrificing any effective measures now directed toward meeting our top priority requirement—protection from armed Communist aggression. The most competent authorities of both major parties agree it can be done by (1) better planning of and the elimination of outright waste in defense arrangements, and (2) cutting those civilian expenditures which cannot be justified at the same time we are undertaking a great new load of defense expenditure.

It is also possible to substitute expanding private business for government-financed business. The problem is primarily that of relieving private business of the staggering load of federal taxation it now is carrying. Federal taxation now takes 52 per cent of all corporate profits and 82 per cent of all so-called excess profits. If it were not for the forced draft placed under our economy by rapidly mounting defense expenditures, this burden would surely lay a disastrous blight on private business expansion. If expanding private business is to have a chance to play its critical role as a substitute for government-financed business, its taxes must be cut, and soon.

It Won't be Easy

It would be naive to contend that it will be easy to check the expansion of federal expenditures. They have been running wild too long, and in the process contributing to a feverish, inflationary prosperity. Likewise, there is no reason to believe that the easing of the load of business taxes is going to be easy. The basic blight it puts on business expansion has been too long obscured by having our economy dosed with artificial stimulants, most notably enormous injections of federal expenditures.

The Key Question — How Long?

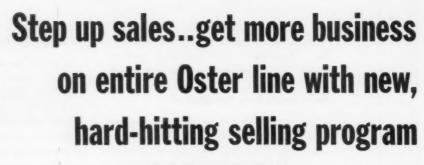
It is obvious that prosperity is going to be a major topic of discussion in the present political campaign. There is nothing the matter with that. Prosperity is a key concern of the voters in choosing a national administration.

To make the discussion of prosperity really useful, however, it is important to ask and get answers to the right questions about it. The key question is not whether or not we have prosperity. That we have it in large measure is generally conceded.

The key question is, "How long can we continue to have prosperity?" The answer—not very long if we continue to rely primarily on new injections of inflationary federal expenditures. Santa Claus, be it remembered, is no youngster. If we continue our present improvident course, he will be worked to death. Those politicians, regardless of party, who see this clear danger and who have plans to escape it are facing up to the crucial question about our prosperity.

McGraw-Hill Publishing Company, Inc.

More Profit with Ostes!



HERE'S THE PROGRAM:

1. Greatest combination of selling features in any liquefier-blender



Only the OSTERIZER has a glass container open at both ends. This exclusive feature permits thorough and speedy removal of all ingredients from the glass container.

Only the OSTERIZER construction permits a thorough and complete cleaning of the cutting blades.

Only the OSTERIZER container bottom is threaded to fit the standard canning jar:

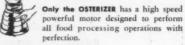
a. This feature is ideal for use in preparing baby foods; spreads; grinding coffee, grains for cereals, dried beans, peas for soups; sauces; etc.

b. Saves food and time by eliminating the transfer of ingredients to another container for refrigeration or storage.



Only the OSTERIZER has a tapered cutting well to permit constant and continuous feeding of ALL ingredients to the cutting blades. This exclusive feature permits faster, finer dry grinding, more rapid and complete liquefying-blending-mixing action.

Only the OSTERIZER has a grip-tite seat that holds container firmly in the base —releases quickly. No posts. No slots.



Only the OSTERIZER has a tapered, easyto-clean, fully enclosed motor base.



Regularly scheduled ads in national magazines and local tie-in promotion.



Here's the rest of the Fastest-Growing Electric Housewares Line in America



Mixer — the and lightweight, power ful mixer for ever mixing need.



OSTER STIM-U-LAX Junior — the only massage instrument with suspended motor action.



OSTER Knife Sharpener — the only electric knife sharpener that sharpens both sides of blade at one time.



OSTER AIRJET Hele Dryor — the only hair dryer with today's modern "jet" design. Faster hairdos and shampoos.





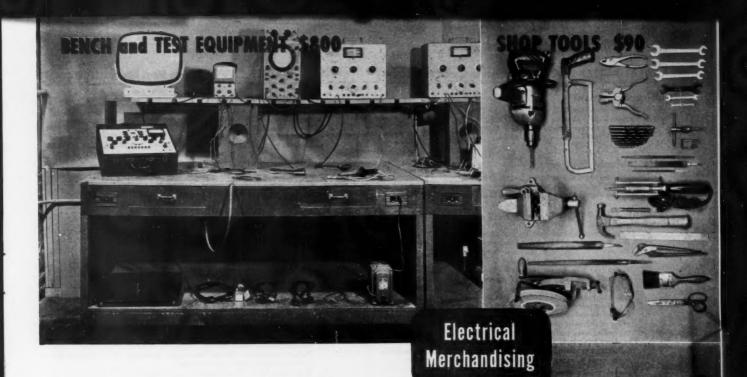
Here's your opportunity: See your jobber today or write us for details,





© 195

RACC



Setting Up for TV Service

Because of the opening of new market areas and an awakening realization in old ones of the values of store-operated service, many dealers are asking: What does it take, in dollars and equipment, to set up for TV service? Herewith, from several experts, the answers.

BY TED WEBER

RECKONED in dollars and cents, setting up up a television service operation is an

pensive undertaking. But figured in terms of customer good will, a good service operation is a profitable investment. There's no paradox here-it does take money

to equip a service department to handle TV. But. once equipped, a well-managed service operation can hold old friends and make new ones

Not every dealer wants to handle his own TV servicing. Some may find it more economical or more efficient to let a distributor or an independ-ent service agency handle the work. Many others, however, will feel that it will pay them to set up their own service shop. Having made that decision, the retailer is faced with a number of other questions—boiled down they ask the how, what and where of setting up a TV service department.

ELECTRICAL MERCHANDISING For the answers, asked a group of TV set makers for their recommendations. On this, and the following pages, their suggestions for shop layouts, test equipment, hand tools, installation tools and materials and parts inventories are summarized for the dealer interested in handling his own service.

PLANNING THE SHOP

Space limitations may prevent the dealer from choosing the "ideal" location or dimensions for a service shop. But good planning can turn a less than ideal space into an efficient shop

If possible, service benches should be placed end to end and flush against the wall to facilitate supervision. Storage area for incoming and outgoing work should be as near to the benches as possible; if it is any great distance away some sort of wheeled "dolly" should be provided for moving chassis from the storage area to the benches.

If a one-man shop is planned, test equipment can be permanently fixed in a panel. However, in

shops employing more than a single technician, flexibility must be considered and the solution would appear to be a shelf (12 to 24 inches high) would appear to be a shell (12 to 24 linches lingh) mounted at the rear of the bench. An adequate number of AC outlets should be provided along the length of the shelf. Test equipment can then be moved from place to place on the shelf. Generally speaking, the bench surface should be large enough to allow one receiver to be set

aside for a heat run while the technician is working on a second set. The bench should be at least six feet long, four feet deep and be from 36 to 38 inches high. Placement of drawers, AC outlets and the selection of a bench top are largely matters of personal preference. Generally, a single drawer will be sufficient for the storage of hand tools; too many drawers will lead service men to regard them as a last resting place for parts and junk. There are arguments for and against

(Continued on next page)

CHART I—TEST EQUIPMENT (Emerson Recommendations)

The Equipment

1. Oscilloscope (from \$175 to \$300).

Vacuum Tube Voltmeter (\$50 to \$65).

Sweep and marker generators (\$175 to \$500).

AM-FM Signal Generator (\$75 to \$200).

Tube Tester (\$150).

How Much Equipment

1. Usually only one alignment set (scope, sweep and marker generators) is necessary for the entire shop.

2. Each man should have a VTTM and oscilloscope.

What To Look For In Buying This Equipment

1. Oscilloscope
An oscilloscope should have at least .05 volts per inch vertical deflection sensitivity and have a good frequency response to at least 150KC. Be certain that the input resistance is in the order of 35 mmf. or less and at least 1 meg ohm, and that it has provision for at least a 20KC sweep sync rate. Be certain that the scanning line has enough intensity and can be focused on high intensity settings. A good sync is also

A more elaborate scope has provisions for peak to peak voltage read-ings, frequency response to over 300KC and a very bright and well focused scanning beam. The vertical sensitivity is usually in the order of .01 volts per inch deflection with high horizontal gain for expanding wave pattern. This type of scope sells for about \$300.

The above two pieces of equipment are required for service work. The following equipment is needed for alignment work which sometimes is the cause of many service headaches.

2. Vacuum tube voltmeter
a) Make sure it has a high D.C. input impedance about 11 megohms for minimum loading of circuits.
b) Low voltage scale of at least 5v.

 c) Zero center scale for alignment of Disc. is good but not necessary.
 d) Should also read A.C. volts and ohms. (x 1 meg).
 A more elaborate V.T.V.M. should also have a high input impedance on A.C. and be relatively flat for a wide range of audio frequencies, so that it can be used as an output meter and test probe. The cost for such a V.T.V.M. is about \$65.

Sweep and marker generators
 Sweep 20 and 40 mc I.F. ranges. Plus F.M.
 Sweep entire T.V. R.F. spectrum.

c) Linearity of sweep to be constant with output setting. (Voltage output should not change with frequency over sweep range).

d) At least .1 volt output.

e) Marker should be accurate to at least 1% preferably crystal controlled and relatively free of drift after warm up.

f) Marker should have at least .1 volts output.

g) Each unit should be free of Harmonic output (well shielded)

especially the sweep generator.

b) Provision for calibrating dial, especially for marker.

There is more of a variation in price for the above items than practically any other. Better units have separate markers and sweeps and operate strictly on fundamentals. Cheaper units usually do not contain R.F. markers, so that the stations must be used to align the local oscillator. Such equipment cannot be used too well for the alignment or repair of tuners. Cheaper units which do a fair job cost about \$175 while better units cost anywhere upwards of \$500 for sweep and marker.

In any event, the most important factors are sufficient output and good linearity, especially with a change in attenuator setting (output

4. AM-FM Signal Generator
a) Cover frequencies of from about 100KC to 120 mc.

b) Sufficient output at least .1 volt.
c) Good stability after warm up and at least 3% accuracy.
d) Amplitude modulated by about 400 cycles at approximately 30% Cheaper units operate mainly on harmonics, have low output, poor sta-

bility and tracking accuracy, about \$50.

Better units operate on fundamentals, have approximately 1% accuracy, have provisions for varying percent modulation and frequency of modulation, and also can frequency modulate the R.F. carrier. These units are approximately \$200.

5. Tube Tester

A tube tester is necessary for counter use, (testing customers tubes). It should be of the dynamic mutual conductance type and take all different type tubes including miniatures. It should have provisions for testing shorts and noise with an internal replaceable tube chart roll.

EDITOR'S NOTE: ELECTRICAL MERCHANDISING acknowledges the cooperation of experts from Emerson Radio & Phonograph Corp., Admiral Corp., Allen B. DuMont Laboratories, Inc., and RCA Service Co. in providing data for this article.

CHART II—TEST EQUIPMENT (Du Mont Recommendations)

The Minimum

1. Oscillograph with horizontal probe (from \$150 to \$330).

Vacuum tube voltmeter (\$55 to \$125). Sweep generator (\$220 to \$550).

Peak to peak scope calibrator (\$40). Isolation transformer (\$25).

Useful Additions

Tube tester with CRT test adaptor (\$100 to \$165). Capacitor checker (\$70). Cross hatch generator (\$175). Field strength meter (\$85). High frequency and high voltage probes for VTTM.

How Much Equipment

Each bench should have an oscillograph and VTTM.

A de luxe shop would have one sweep generator setup for every two
benches and a Scope P-P Calibrator for every bench. As a minimum,
however, one of each of these pieces of equipment would be adequate.

What To Look For In Buying This Equipment

1. Oscillograph

Sensitivity-minimum 30 mv/in. R.M.S.

Vertical amplifier response—Flat from a few cycles per second to a minimum of 100KC (at 10% point).

Shielding—CRT, and input terminals must be fully shielded. Screen Size—Preferably 5".

2. Vacuum tube voltmeter

Input impedance—At least 10 megohms.
Voltage ranges—Minimum low range—3v. Minimum high range—600v. Polarity switching-Should incorporate provisions for switching between positive and negative voltage.

Zero center scale-Should provide one for simplified FM alignment.

3. Sweep generator
Flatness—Output should be flat within .2db. Shielding-Unit must be fully shielded to minimize extraneous pickup. Sensitivity-Should have at least a maximum 0.1v output. Sweep width-Minimum 10mc.

Center Freq.-Minimum 4mc to 216 mc.

4. Marker

Marker Sensitivity—At least a maximum 0.1v output. Accuracy—Within ± 0.5%. Modulation—Should provide frequency for internal modulation of cw

Horizontal check—Incorporates horizontal oscillator for accuracy tests.

5. Scope P — P Calibrator
Range—Preferably .01v to 100v in direct readings. Physically—Should be mounted on scope to provide instantaneous p — p measurement by simply turning a knob on the calibrator.

Setting Up for TV Service goose-neck or floating-arm lights.

(continued)

metal top benches. One firm suggested the use of either copper or tempered masonite bench tops, terming the de-cision a matter of personal preference. But a second manufacturer's service manager said that the use of a metaltop "is not recommended."

Sufficient AC outlets must be pro-

vided not only for the shelf holding test equipment but for the service bench itself. One service manager specified seven outlets served through a circuit breaker and isolation transformer. A switch pilot light should also be incorporated.

Two sets of antenna leads should be available at the bench. Provisions for the mounting of a test CRT should also be provided.

As far as storage space is concerned, the shop should have adequate space to heat run repaired chassis for at least four hours, preferably in their cab-

Generally speaking, lighting should be such that the service man does not. cast shadows on his work. Recom-mendations as to fluorescent and incandescent lamps vary. If the former is used, it must be properly installed to minimize interference. Overhead lighting should be supplemented by

There is some tendency to locate service shops in basements or other poorly ventilated spots. In any shop, efficiency can be stepped up by giving some attention to good ventilation. Actual sound-proofing of the shop is usually impractical but a little attention to layout and some inexpensive soundproofing measures are often sufficient. In addition, the shop noise level can often be reduced by care on the part of service personnel.

A regard for efficiency alone will dictate the minimums as regards shop layout, lighting and ventilation. Dividends in the form of better employee morale and a better impression on the public can be realized by going one step further in providing a neat, well-laid out shop. An operation of this type can be well publicized, rather than being relegated to obscurity.

TEST EQUIPMENT

Many of the service managers contributing advice to ELECTRICAL MER-CHANDISING in preparing this article emphasized that purchase of inferior test equipment was no economy.

Said one, summarizing the problem: A big headache to manufacturers is the type of equipment offered by test suppliers, since there is a good chance that test equipment will not perform

A. HAND TOOLS

Suggested by Du Mont

Screw driver set (regular and	
Phillips head)	\$ 3.00
Set of spintights	5.00
Long nose pliers	2.00
Diagonal cutters	2.00
Set, alignment and adjustment	
tools	4.00
Soldering gun	12.00
Tube puller	.75
Pin straighteners (7 and 9 pin	
base)	.75
Hex and spline wrench set	1.25

Suggestions by Admiral

Screw	driver set (1/8"	to 1/4" b	lade)
Set, sp	in type wrench	ies, 3/32"	to %"
Diago	nal pliers		
Long 1	nose pliers		
Solder	ing gun/iron		
Aligna	ment wrenches		

Suggestions by RCA Service Co.

Suggestions by Emerson

200 watt soldering gun	\$13.00
Long nose pliers	2.21
Diagonal cutters	2.25
Set, spintights	
Screw drivers (2)	1.00
Phillips head screw drivers (2)	1.50
Kit, alignment tools	1.00

Use 200 watt soldering iron instead of

Each technician is furnished more expensive set of alignment tools than specified under hand tools

Shop tools such as vise, electric drill,

Hack saw \$1.25

B. SHOP TOOLS

Vise	15.00
200 watt soldering iron	6.50
1/2" electric hand drill and set	
of drills	40.00
Wire stripper	4.00
Adjustable hack saw	1.75
Center punch	.75
Tool steel reamers	2.00
Set of files	4.00
Hammer	1.50
Set, open-end wrenches	3.00
Mirrors, stand	5.00
Electric grinder	15.00

Electric drill

Vise Socket punches Drill set—1/16" to at least ¼"

Extension cord, 100 feet Soldering iron Hammer, double face, 3 lbs. Wood lever, 12" Files (2), 8" med. Keyhole saw; hack saw Screw driver, 6" blade

Screw driver, Phillips Pliers, side cut, 7"

Cold chisel, ½"; wood chisel, ½" Center punch, %" dis. Ratchet wrench box type (½ x 9/16") Ratchet wrench box type (3/8" x 7/16") Flashlight, right angle

Channel lock pliers Tri-plug

End wrench, 8"

Steel tape, 6 ft.

Bit brace Claw hammer, 16 oz. Screw driver std. tip, 3" blade Cab. tip and screw Diagonal pliers, 7" Pliers, needle-nose, 7" Paint brush, 1"; putty knife

 Pipe wrench
 5.00

 Vice grip wrench
 3.00

 Set, box wrenches
 3.00

 Assorted size star drills
 1.00
 Lacquer (for corrosion proofing) Pliers, slip joint

Vise	15.00
200 watt soldering iron	6.50
1/2" electric hand drill and set	
of drills	40.00
Wire stripper	4.00
Adjustable back saw	1.75
Center punch	.75
Tool steel reamers	2.00
Set of files	4.00
Hammer	1.50
Set, open-end wrenches	3.00
Mirrors, stand	5.00
Electric grinder	15.00

C. INSTALLATION TOOLS

Adjustable 50 ft ladders Pipe wrenches Rope (100 ft) Extension cord (200 feet with multiple outlets) Set masonry drills Hammer-heavy construction type Set chisels Pair of phones -sound powered Heavy duty electric drill COST: About \$120 per truck

employs from 16 to 20 technicians, as advertised. We have spent considthe small has only three or four.) erable time in analyzing test equip-ment offered to the trade and have found some of it almost worthless. . .

eduibilient offices to the periment
two years ago is not acceptable for use
on TV receivers today because of the
increased sensitivity built into sets
since that time."
What test equipment does the
dealer need for his service shop? Four
manufacturers provided answers, vary-

Generally speaking, a serviceman gets what he pays for. . . . Much of the equipment offered to the serviceman

ing in detail. A spokesman for Admiral Corp. suggested that the minimum would include an oscilloscope, a vacuum tube voltmeter with high voltage test leads and RF probe, a sweep generator and calibrator.

In describing the test equipment needed by a servicing dealer, Du Mont and Emerson experts went into considerable detail, not only as to the equipment but also as to the features and performance characteristics which should be found in such equipment. For these opinions, see Charts I and

RCA, whose subsidiary, RCA Service Co., is the largest servicing organization in the field, suggested these guides for purchasing test equipment. (The large shop shown in the table

Item	Shop Shop	Small Shop
Audio amplifiers	1	1
Antenna rotor kits	8	2
Dual turntable racks	1	1
High voltage test probe	1	1
Oscilloscope	1	1
Circuit tester	27	5
Sweep generator	1	1
Crystal calibrator	1	1
Signal generator	1	1
Monitor TV set	1	1
RF unit test jig	1	1
Junior Voltohmyst	2	1
Sound power phone (hand)	7	2
Sound power phone (chest)	7	2
Telescopic survey truck	1	1
Tube tester	1	0
Survey receiver	1	0
Record player	3	3
Capacitor analyzer	1	0
16" test jig	2	1
17" test jig	2	1
21" test jig	2	1

TOOLS: HAND, SHOP, AND INSTALLATION

Chart III gives a good idea of the variety of tools required for servicing a set and for installation work. Generally speaking one set of hand tools is required for each bench. A single (Continued on page 214)



HOW TO MAKE A PROFIT ON TV — PART II

After the Sale

For Central Appliance of Palo Alto, Calif., the intensive efforts to find and make customers which were described here last month are only half the story. Equal emphasis on delivery, installation and service are just as important in keeping both the customer and a profit.

Comes SERVICE

By HOWARD J. EMERSON



ONLY THE BEGINNING of the store's association with customer Robert Johnson and his family is Central Electric salesman Jim Bagaria's closing of a television sale. Now the store's real work will begin.

When television arrives in a town it usually such force that dealers forget everything but sales and the opportunity to cash in on the boom. And it usually takes a year or two for many to realize that a receiver sale is only the beginning of the firm's association with the customer and that their future profits and sales depend in great degree upon just how happy they keep that customer. Too often, dealers wake up to discover that they have milked the cow dry and forgotten to feed her.

Not so Central Appliance of Palo Alto, Calif.

Without overlooking every possible avenue of sales-making (which we described in the September issue), Central nevertheless realizes that its future profits will come from the people it sells today and from those friends, neighbors and relatives who hear about Central from them. To the end that these future profits will be guaranteed as fully as planning and human effort can make them, Central has devised and follows a program of delivery, service and installation which puts the customer first. How well that program works is clearly pictured on the following pages.



1 Satisfaction with the purchase is the first goal of Central Electric's postsale relations with its customers. Johnsons get free subscription to TV Guide.



2 Responsibilities of salesman Bagaria in following the sale include taking set to next-door service shop of Central's contractor and scheduling delivery.



Alignment is first step in preparation for delivery. Even if set has been operating on floor, Central Electric's contractor checks it again.



Cooking is required after alignment. Attention to this pre-delivery routine prevents many costly service calls and needless customer complaints.



5 Careful handling, neat and clean delivery and service men are musts both with Central and contractor owner Ben Floyd. Both impress the customer.



6 Prompt delivery, within eight hours after purchase, is one of Central's standard procedures. Installation and delivery men prepare to move set in, set up antenna, and generally assure that customer is satisfied with installation.



Check-up after installation insures that handling did not affect alignment of set and also gives men an apportunity to eliminate local interference, if any.



Instruction is complete, gives new owner a chance to enjoy set without fumbling. Servicemen answer all Mrs. Johnson's many questions, also polish set.



9 Customer callback within three days is routine at Central Electric. Bagaria shows Mrs. Johnson card which she will sign if she finds everything satisfactory.



10 Refresher instruction on operation is given by Bagaria after he questions Mrs. Johnson on overall quality of the reception and picture.

AFTER THE SALE (continued)



11 Minor adjustments, if necessary, are made during this callback by the salesman, thus saving Central the costs of sending out servicemen and a truck.



12 Where to call should she need service is permanently fastened to back of set. Bagaria will also explain service warranty, thus avoid misunderstanding.



13 File in office holds card which Mrs. Johnson has signed during callback. It's a safeguard if she should make unreasonable demands for service.

CENTRAL'S SERVICE METHODS



When trouble develops with Mrs. Johnson's set, Central's contractor calls the same day. Bonded in are equipped with essential tools and parts.



2 Investigation through the customer locates most troubles, saves time. Serviceman takes notes of customers complaints for use if chassis must be pulled.



Intermittent trouble is located by putting chassis aside to cook while serviceman checks it periodically. Set is also cooked after repairs are completed.



7 Parts are kept in special drawers in contractor's stock room. Palo Alto Radio & TV Service main-tains approximately \$800 worth of parts inventory.



9 Final inspection after repairs and four-hours of cooking is required on all major repair jobs. The inspector checks on work of each man handling set.
10 Deliveries for completed sets are scheduled on same blackboard which lists delayed jobs. Sets go out as quickly as possible after completion of work.



HELP KEEP CUSTOMERS HAPPY



Minor repairs are made in the home whenever possible thus keeping down costs. If chassis is pulled for lengthy repairs, Central will loan set.



Check-in starts pulled chassis through Palo Alto Radio & TV Service Co., Central's contractor. Work order is written and attached to set.



5 Trouble is spotted on benches equipped with variety of electronic tools. Work will be completed immediately, if possible, to minimize customer wait.



Repairs delayed because of the lack of some special part are listed on a blackboard until the part is obtained.



11 Records of repairs and guarantees are kept on Wheeldex cards. When she gets call for service, girl can check cards for exact status of set.



RESULT of all Central Electric's efforts to maintain good relationships after the sale is another satisfied family, one of the more than 800 who buy sets from the company each year and who praise its methods and its products to their friends, thus helping to make it a profitable retail television operation.



JUVENILE PRESSURE on Mother was a potent reason why dealers of Ohio Appliance Co. found it easy to sell washers in a promotion that offered a \$29.95 carton of Rinso and an expensive toy fire engine for only \$10 with the purchase of every washer.

Go the Washers

Fire engines and soap, offered as premiums, help Ohio Appliance, Columbus, get off to a bell-ringing start with a new line of conventional washers

HEN Ohio Appliance, Inc., 240 N. 4th St., Columbus, Ohio, took on distribution of the Apex line early this year, they decided that they would need a promotion to get sales off to a good start.

cided that they would need a promotion to get sales off to a good start.

The latter part of February, sales manager Jack Faul got the suggestion he needed from Apex. Immediately he held a sales meeting to announce a promotion in which all dealers who took part could buy \$29.95 worth of premiums for \$9.99 and sell them for \$10. The premiums—a Murray

Juvenile Fire Engine or Station Wagon and a year's supply of Rinso—would be given with each wringer washer sold during March.

Caught Short on Engines

"Actually, Columbus is an automatic washer market," Jack Faul explains. "We thought that the 100 dealers might like the idea but didn't realize what effect it really would have. For instance, after the salesmen explained the deal to them, they jumped on the bandwagon so fast,

with ads, and so forth, that we didn't even have a supply of fire engines to give out with the first order.

"One dealer ran an ad in the magazine section of the Sunday newspaper, and he started making sales on Monday. So we had to go out and buy several fire engines and soap at full list price to give out to his customers."

Time Was Ripe

One reason why sales manager Faul thought the time was ripe for the

washer and toy promotion was the fact that many women need washers, and with the desire for a washer already implanted in their minds all they needed was the chance to see the right brand. The fire engine and Rinso promotion prodded them into action.

motion prodded them into action.

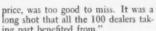
"In the early spring, many mothers know that they are going to buy some kind of toy for the youngster to play with after the weather gets warm enough," Faul explains, "so the opportunity to pick up both the washer and the toy at the same time, and at a good



WHEN OHIO APPLIANCE took on Apex line early this year, sales manager Jack Faul got staff together to seek some way that would start sales with a bang.



SALESMEN for Ohio went out to dealers like Lincoln Dennis, sales manager of the Hub Furniture Co. to sell the promotion.



ing part benefited from."

"Most of the dealers thought this type of promotion gave them a good opportunity," a distributor salesman points out. "Usually the dealers buy some type of promotion, then give it away to the prospects. But this way they bought the premiums (worth \$29.95) for \$9.99, then sold them for \$10 and still had the list price of the washer to keep their full margin of profit. Most of the dealers sold the \$119.95 washer, but several sold some of the higher priced Apex washers."

In a few cases some dealers, instead of giving the fire engine a way to the customer on the sale, used the premium only as a teaser to get people to the store, then made a deal for a trade-in. "In that way, they were getting the customer's old washer for \$10 and many were very happy to pick up good bargains like that," the salesmen illustrates.

One of the best all-around jobs was done by the Hub Furniture Co., 139 East Main St., Columbus. Sales manager Lincoln Dennis closed over 30

sales for washers and fire trucks. The Hub, like other dealers, ran three ads for the promotion—from 60 square inches to a full page.

Effective for All Dealers

With radio and TV plugs by the distributor, sales by Columbus dealers were about the same as those made by other dealers in the 26 counties covered by Ohio Appliance, Inc. Ordinarily 50 percent of all sales of this distributor are in the Columbus area. In this washer promotion, all dealers of Ohio Appliance found sales pretty casy. About 60 percent of all prospective buyers could be turned into immediate sales, whether in Columbus or the territory.

"It is a big help to us, inasmuch as we are their new distributor, to come out with a promotion that attracts attention, traffic and sales for our dealers," Faul points out. "But it surprised us in the Columbus area. At least 60 percent of the washer business here is automatics, but with promotion, wringer washers can do very well, too."



THE ANSWER Faul got was a promotion which included a year's supply of Rinso and a toy fire engine with every washer. He told staff to sell it to dealers.



FIRST DAY of sales for the Hub was a Monday. Sunday ads brought crowds so fast the Hub didn't have premiums yet, had to buy them at list price.



OUT THE DOOR of the Hub went 30 fire trucks, as many washers. Other dealers had similar success and Ohio Appliance ordered six carloads in one month.

What Happened When the Lady Bought



BERKELEY, California, clubwoman Mrs. Houser stopped in at Wiseman's one morning for a cup of coffee. Appliance displays caught her eye.



2 SHE WANDERED over to a group demonstration, discovered that the store staged them for women's clubs and church groups, paid for attendance.



MRS. HOUSER'S CLUB arrived by bus for the demonstration which she arranged with store officials. Wiseman even furnished the chartered bus.



PURCHASE of an appliance by a club member or friend would put \$5 into the club's treasury, Mrs. Lorane Cooley, home economist, explained.



5 LIKE OTHER MEMBERS, Mrs. Houser filled out her registration card, said that she "would like further information on food freezers."

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OCTOBER, 1952-ELECTRICAL MERCHANDISING

a Cup of Coffee



6 OWNER WISEMAN was introduced to club members by Mrs. Houser and he rewarded her for her efforts in arranging meeting by pinning orchid on her.



7 SMORGASBORD luncheon, prepared by the store's restaurant staff and provided free of charge, was served to Mrs. Houser's club after the demonstrations.



8 AFTER THE MEETING was over Mrs. Houser and other members lingered to look at freezer. She asked salesman Knox about price and operating cost



9 KNOX MADE home follow-up call on Mrs. Houser to answer her request for more freezer information. First, he made appointment by telephone

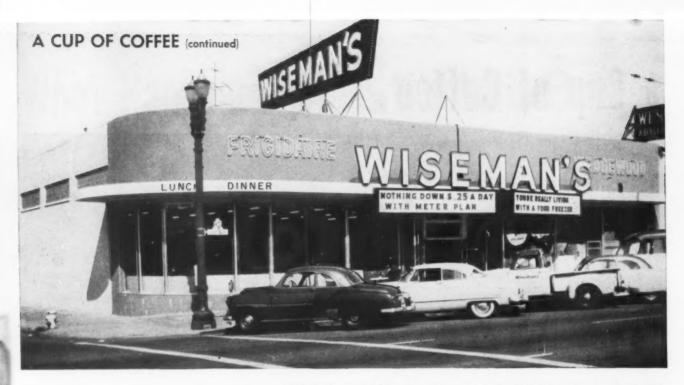


10 A COMPLETE SALES TALK was given to Mrs. Houser on the freezer and Wiseman's several food plans. Mrs. Houser bought and her club got \$5.



11 AFTER DELIVERY of the food-filled freezer, Mrs. Houser and her neighbors got a follow-up demonstration. Now the neighbors are prospects.

Now read on the following page how Wiseman's of Berkeley, Calif., uses its restaurant-appliance store to stage demonstrations that sell appliances with food



Wiseman's combined restaurant and appliance store at Berkeley, Calif., uses food as a lure to bring customers in, entertains them with demonstrations and cooking schools, with which, as in the case of the lady in the pictures on the preceding two pages.....

They Make APPLIANCE BUYERS out of COFFEE BUYERS

By CLOTILDE G. TAYLOR

THERE was a time when Wiseman's of Berkeley, Calif., was set up largely on a field selling There was always active store selling, of course, but the major emphasis was put on cold canvass work. Sol Wiseman still believes that it is a good idea to go out into the field to collect sales that can only be made in that way, but he came to the conclusion some time ago that he was missing a bet by not doing more to develop store sales. He had always been promotion minded, but what he wanted was something which would bring people regularly in numbers into the store. Field selling then falls in place naturally as a follow-up.

Restaurant in the Store

So he moved from the middle of the block to a corner location with a really impressive frontage-an area which had formerly been an automobile display room. And he put a restaurant across one wall of the store. Small floor tables supplement the coffee counter. He opened with a three-day celebration which brought 10,000 people into the new quarters. A sizable number began at once to.

come back regularly for meals and inbetween coffee snacks. Before long the restaurant was serving 400 a day Wiseman hopes before long to run this up to 600.

Nothing is done to force a connection between the restaurant and the rest of the store, but the very fact that people are exposed to the electrical display every time they drop in for food makes them think of Wiseman's when they are interested in television, or freezers, or a range. Wiseman figures that within five months from the opening date of his food counter at least ten sales a week can be credited to customers of the restaurant alone

Of course, there are reminders for the diners-ads of featured appliances on the back of the menu, announcements of freezer-food plans on the coasters under the drinking glasses, glimpses of interesting television programs going on in the tele-vision section during the lunch hour. Posters across windows and on the wall announce advantageous terms and special promotions. The store display of major appliances cannot be missed. The restaurant itself, which takes advantage of every electrical convenience, is a living advertisement for

electrical cooking.

The store is big enough so that it

has been possible to set up a model kitchen on a raised dais in the corner opposite to the restaurant—and here Wiseman has initiated a twice-a-week program for club groups which serves not only to develop a growing group of live prospects, but has proved to be an excellent way of drawing people from the restaurant into the store itself. Few people can note the fascinating demonstrations of freezers, refrigerators and ranges which are going on in the store behind them without wandering over to see what is going on. Not infrequently they end up by trying to arrange for a similar event for some group in which they are themselves interested.

Money to Charity

The programs are open free of charge to organizations on condition that they provide an audience of from 50 to 100. The store provides an hour and a half of interesting food preparation ideas, which, incidentally, brings in a complete demonstration of electric range, refrigerator and freezer, and then serves a free and delicious lunch in smörgasbord style. The food prepared during the program is given away as a door prize, toether with at least two other desirable household items. The club is permitted to charge admission to the

program, fixing the price at any sum they wish, the money to go to charity or to the club treasury as desired. Usually the charge is from \$.75 to \$1. Most meetings are scheduled for the morning (9:30 to 11 for the demonstration, 11 to 12 for the buffet luncheon), or they may start with the lunch at 1 p.m., with the program following. Occasionally an evening buffet is permitted, to which husbands and wives may come together. At the present time the programs are booked for six months ahead.

Complete Demonstration

Mrs. Lorane Cooley, the charming home economist who conducts the programs, always selects easily pre-pared dishes with a definite eye appeal —something which can be easily made, but with an original touch which makes the average woman feel that she has learned something she can put to use at home. Usually the items are chosen to meet the interests of the particular group-a Merry-Go-Round cake for Cub Scout Mothers, a Butterfly Cake or a flower-ornamented birthday cake for a garden group. The program is always chosen to give an opportunity to illustrate the advantage and convenience of freezer, refrigerator and range, so that (Continued on page 100)



HALF-PAGE NEWSPAPER ads launched the 'Dream Kitchen' promotion.

Bob Bellows (left), distributor representative, talks over the advertising campaign with Bill Evans, sales manager of the company.

"Dream Kitchen" PROMOTION

By encouraging housewives to put down their own ideas in kitchens and thus compete for prizes, Youngstown Kitchen Sales & Service Co., Birmingham, Ala., turns up more than 500 good prospects

AST year, some 30 million American women spent much of their leisure time in dreaming about the kind of kitchen they'd like to have, according to the experts who study such matters. They doodle sketches with a pencil, thinking how nice it would be if they had a home freezer here, a dishwasher there, a new sink or a water heater in the corner. Or they look over a magazine and mentally picture the gleaming appliances shown, as part of their own household.

To Bill Evans, sales manager of the Youngstown Kitchen Sales & Service Co., of Birmingham, Ala., this tendency of the housewife to dream seemed to offer a fine opportunity for a kitchen promotion.

"It was on this very practice of dreaming up kitchens that we built up a promotion so successful that we upped our sales by at least 25 percent," declares Evans. "In addition, we have a prospect list which will keep us busy for a long time in the future. And when I say we increased sales by 25 percent, I mean in complete kitchens—not just in various kitchen pieces."

Promotion Mapped Out

Evans began his promotion after thinking it out in a few careful steps. First of all, his firm wanted to know the major reasons why women want new kitchens, what size they wanted, if their desire was strong enough to convert them into prospects, and their financial ability to have them installed.

"A contest seemed to be the ideal answer," said Evans, "but it had to be a contest which would allow the housewife to exercise her imagination and let her get some fun out of putting down on paper her dreams of a new kitchen."

Let Them Express Themselves

The idea, as Evans explained further, was to provide a means of concrete expression for the mental plannings indulged in by so many women, to arouse their interest in working toward a realization of the kitchens they had dreamed about, and to offer them a substantial reward for doing so.

With the cooperation of the manufacturer and the distributor, Youngstown Kitchen Sales & Service Co., had forms printed up which announced the contest and explained its regulations. One page of the form was ruled off and marked to scale, providing drawing space for the housewife to put down her own ideas as to size, specifications, placement and arrangement of everything she wanted. All she needed was a ruler or tape to measure the areas of her kitchen and so record them on her entry. In addition to submitting her own design,

(Continued on page 78)



HOUSEWIVES ALL OVER the Birmingham area got busy with rulers and measurements when they learned they had a chance to win the kitchen of their dreams. Mrs. W. G. Webb, first prize winner, shows how she did it.



WORKING HARD TO win and thus get rid of her antiquated cooking equipment, Mrs. Webb drew her 'dream kitchen' just as she had always wanted it.



HOT WEATHER AD starts the space heater sales season for Lloyd Caley (left), his son, the store's merchandise display manager, and Lawrence Johnson, appliance manager. The ad Caley holds was run in July when hot spell broke.



MASS DISPLAY, set up in windows during summer months, helps start the heater season for Geedy and Corey, Inc. Salesmen Johnson and Cary get plenty of leads through talking to people attracted by the display.



EARLY SALES are the easiest and involve top of the line models, says Caley, who stimulates these early-bird transactions with offers of free thermostat or 100 gallons of fuel oil.

Space Heater Early Bird

Geedy-Corey, Inc., starts selling space heaters in bathing suit weather with advertising, mass window display and prospect follow-ups

"If you want to get space heater sales," says Lloyd Caley, co-owner of Geedy-Corey, Inc., Huntington, Indiana, "you have to start early. We wait for a break in the heat, and blast an ad the middle of July."

This year, the nation-wide hot weather that boosted fan sales had Caley sitting on the edge of his chair. A three column ad on heaters was all set ready for the next edition of the local newspaper, but to run only after the weather had broken.

When the 90 degree weather

dropped to the sixties for a couple of days, Caley announced the heater season under way. For the first few hours the store was open after the ad, several prospects came in. In all, over 12 sales were closed the first two weeks.

Window Helped Greatly

"This year, we had the window all set up before the newspaper could run our ad," says Caley, "But we are glad that we did. It really has pulled a lot of interest. Instead of having about three heaters displayed as we usually do, we installed a complete Duo Therm window of seven models. It was a good mass display.

"Mass display for the window is just as important for a store as a good mass display inside, "Caley continues. "For instance, more people have commented on our window this year than ever before. In other years, when we had only a few heaters, with refrigerators, a range, etc., they hardly noticed the major point—that space heaters were on sale.

"This heater business is just like the fur coat industry," Caley continues, "If you don't go after the sales early—you don't get them at all."

Ordinarily, Geedy and Corey run a large advertisement, early in July, but the weather this year held it up until July 24. Then a week later they run the second ad, with the third to follow 3 days later (usually a Sunday). This year, the third ad fell the day before the 4-H Fair, so they announced that a good heater display would be in the Geedy and Corey booth, and

Geedy-Corey Makes Quick Followups on Prospects



A PROSPECT who shows interest in the heater displayed at the head of the stairs leading to store's stove department but who doesn't buy is tabbed for a quick follow-up by Lawrence Johnson (left).



IN THE HOME, Johnson gives her the complete story, is able to sell without interruption. About 25 percent of his heater sales are made with follow-ups.

AFTERNOON CALL finds the housewife more receptive than when she was on a urried shopping trip and Johnson easily gains entrance to tell her his heater story.

Most people in the space heater business feel that September is the "hottest" part of the heater sales season, Caley believes. But his operation does the biggest business in July and August. In fact, over 75 percent of their sales are in those months. If

for people to stop by to see them.

they keep a window display for a long time, people begin to pass without seeing their windows; thus, Caley realizes that 30 percent of their sales must result from people seeing the window. So they make a great effort to blast prospects with a one-two-three

punch in a short period of time.

The window is changed slightly after a couple of weeks. Then direct mail, sent with the cooperation of their distributor, the Schafer Company of Decatur, Indiana, goes to all the people in the trading area. Knowing that the majority of the early customers are the best and easiest customers, Geedy and Corey get their licks in when that prospect can be

Year 'Round Program

"Although we make a great effort to emphasize heater sales in July, August, and September, we actually sell in all months except from April to June," Caley points out. "All year, we have a heater on the floor near the stairway to our stove department in the basement. At this time of the year, we

have another one by the front door, so people will not be able to come or go without seeing heaters. The bulk of the advertising (amounting to 500 inches and \$300) is spent in these

Geedy and Corey sell around 100 heaters a year. Three years ago, they sold 150, two years ago a little over a hundred, and last season between 90 and 100. On about half of the sales they take trade-ins. They make no attempt to fix them up to make a big profit in reselling. They are interested in breaking even, and merely service them to sell.

Promotion in January

After the fall volume of business Geedy and Corey come back in January with another attempt to get heater sales. Usually, some people need a replacement unit and a few new couples are starting out. Both groups make up most of the winter sales.

Newspaper advertising has been very successful in attracting prospects. The early ads make most of the contacts with prospects. The firm doesn't cold canvass, but does sent out its appliance manager, Lawrence S. Johnson, to follow up leads and they make about 20 percent of their sales on these calls. "There are many days," Johnson claims, "when that is the only way we can close a sale."

"For instance, people who see our

advertising happen to be downtown one day, and pass and see our window. If one of us has the time or is free, we walk out and talk about the window. We get their name, if they don't come in the store, and I'll follow them up either that day or the next.

There is a period of time each season on all appliances when they ought to sell, but sometimes you can't close that sale in the store. Thus, about 25 percent of all our sales are made on outside calls. In the half day I spend calling at homes, I can make about five good calls, and have plenty

Sell Early-Sell High

Calev has discovered that if you sell early or make a good attempt to get the early sales, you can sell a higher priced model. People who wait are reluctant to buy all the attachments or a more expensive unit. Most Huntingtonians are average income families and own their homes. Few homes have basements, and if they do, the owners can't afford a furnace. Thus, three or four years ago, when just about everybody quit using coal heaters, Caley sold heaters easily. "Now, you must work hard," he admits.

But you can sell heaters if you follow the rules:

"1. Have a good product and really get behind it. Tell them that it will work properly and economically for the customer and has the guarantee of the manufacturer.

Have a well-known product. "3. Sold and serviced by a well established firm, with a reputation of good service work when needed. (Geedy and Corey is over 100 years old, and has been selling stoves since it was estab-

"4. Good and clean installations.
"5. Have a good serviceman available when he is needed.

"6. Have good terms. We never lose a sale. Because the people can either charge it (that is a 30 day account); have it sent out C.O.D.; or on terms (months to pay).

7. Have a good sales staff. We have 11 employees and all can sell heaters.

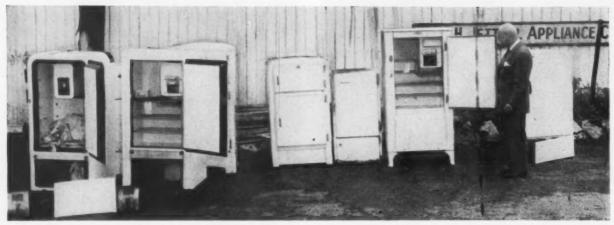
8. Keep the selling staff sharp. We never hold weekly meetings, but about every two months we have a dinner and meeting at the local hotel.

"9. Have good displays for the sales staff to work from.

"10. Run good advertising, set up good window displays that are alternated regularly, and by all means have a good knowledge of your product.

"We are having a good year now, and our appliance sales, although not outstanding, are keeping us that way because we go after the market with fire in our eyes, and sincerity in our heart. People need heaters and we are going to make sure they buy from us," Caley concludes.

End



TRADE-INS which have arrived for rental are placed in the back yard. One of the Jett's salesmen here looks over units before they are checked and repainted.

Why Not RENT THOSE TRADE-INS?



JETT'S INC., surrounded by spacious parking area on the side and rear, is centrally located in busy downtown Lexington.

Prior to Regulation W, Charlie Jett of Lexington, Ky., had 225 traded-in appliances out on rental at \$5 per month per unit . . . Now he is again building up this business as a backlog of extra income and renting new appliances as well

By FRANK A. MUTH

BACK in the days when dealers were doing an all-out job of selling (pre-war), people like Charley Jett, president of Jett's, Inc., Lexington, Ky., came up with an answer when some kind of problem faced them.

"When a man came into my store back in 1940 and told me he'd like to rent a refrigerator while he was living in Lexington for a short time, I told him that I didn't know of any place that could help him," Jett said.

However, Jett rented a range and refrigerator to the man who thought he was only going to be there six months . . . at \$15 a month. (The man stayed eight years.) By 1942, Jett had rented more than 35 units. Then when the government established ceiling prices for appliances, he couldn't get a good price for the

traded-in units, so he started renting them instead.

"If the government hadn't put that price ceiling on appliances." Jett said, "I would never have gone into renting used appliances to get my money back. But it has been good business. In fact, until Regulation W, I had over 225 rental contracts out. Each appliance brought \$5 a month.

"The income from rentals is not to be ignored. During the war, when we had trouble getting something to sell, the income from rentals saved my business. It was the difference between profit and loss."

Regulation W Cuts Rentals

During the time Regulation W set down payment policy and credit terms, Jett's rental business decreased. But with the lifting of the regulation this spring, Jett is again building up his rental service. "It may take some time, as it takes quite a while to develop the contracts," says Jett. "Many of my pre-regulation W contracts had expired, and I could not renew them."

Reasons for Renting

"There are two reasons why people want to rent," Jett continued. "Some people don't know how long they will live in a town, and there are no large payments to meet as when they buy on credit. It is similar to the housing problem. Some people would rather rent, others would prefer to own their own home. And like the people who want to try out a home before they buy it, others want to try out an appliance."

When Jett had a promotion in

March to stimulate business for dishwasher sales, he offered five days free home trial. But with only 14 units sold out of 30 on trial, he realized that it must be a long period of time, before the homeowner can really feel that she knows how to use . . . and like it

Jett decided just before Memorial Day to supply new dishwashers on a rental basis. Instead of running the usual classified ads on his rental service, he ran a display ad announcing the James dishwasher was now available to his rental customers. Within three days, he had rented three dishwashers. He now has 22 out on rental.

To be sure that the customer gets a good trial (at least 30 days), Jett rents the washer for \$1.75 a week. He requests a minimum of \$10 rent,



PAINTING is usually all that is necessary on most of the trade-ins. Thus, Jett never invests more than \$20 per unit before renting, in addition to the price allowed as a trade-in.



DOWNSTAIRS the rental refrigerators, ranges, and other appliances are displayed as attractively as the brand new units upstairs. Here a prospect who is unsure about her length of stay in Lexington decides to rent a refrigerator.



FILLING out the contract, the prospect completes the sale by agreeing to make a regular monthly payment.



DELIVERY of the rented refrigerator is as prompt as that of the new appliance standing next to the truck.

which will make them keep it for at least 40 days. On this appliance, he will follow up the leads, both with salesmen to try and work it into a sale, and also with his home economist demonstrator to be sure that the customers use it properly.

the customers use it properly.

On regular rentals, Jett does not follow up the customers. If they decide to buy it later, that is all right. Refrigerators usually rent for \$5 a month, and the money cannot be applied toward a down payment. On dishwashers, however, he will apply it. "It is more or less a sales gimmick on the dishwasher," Jett says. "It's a way of building up the customer's knowledge of the device to achieve a general acceptance. We only have a saturation of about two percent here, and it needs a lot of plugging."

Usually at the same time that the "renter" comes in to pay the rent (all rents are paid in the store) salesmen will notice that some of them are browsing around and becoming interested in buying a refrigerator of their own. "When we see them looking around, we keep an eye on them and give them a pitch if they look warm," Jett explains. "That is why it isn't necessary to work on them as follow-ups after they have rented a box. For one thing, just renting appliances is a good profitable business. I've had some out for long periods, although 18 months is average."

One rental contract started on September 21, 1944, and when the customer brought it back, August 26, 1948, Jett had collected \$235 in rent and 8 penalties of 5¢ a month (for being late in payment during

the 4 years) for another \$2.00 plus the delivery charge to make it a total of \$247.00. "That wasn't bad for a box that was only worth about \$100.00 when it went out," Jett points out.

The yearly rental average for the years 1947, 1948, 1949 and 1950 was \$7,789.94. That is why Jett is happy renting the trade-ins. For apartment house owners he makes a special price of \$2.50 a month per unit (minimum of \$10.00 a month). One manager rented four refrigerators in 1940. Eleven year later the landlord returned the trade-ins.

It's Good Business

"I have the trade-ins anyway, and since it only cost about \$20.00 to recondition them in my own shop," Jett said, "it is good business to rent

them. Only about 10 percent of the people actually buy the box they rented (80 percent of rentals are refrigerators), but after one party has used it for a number of years I can rent it again unless it is too aged or in too poor a shape to rent it again. As a rule, they are anywhere from six to 13 years old when they are rented out."

Jett finds that renting is like selling. The prospect must already be warm when he comes in. Usually it doesn't take long for them to make up their minds. Over 60 percent of all sales are concluded right on the spot. Most rental customers are new accounts, and about half of them become permanent customers for other appliances.

The secret of making rental busi-(Continued on page 88) Richards and Kreuger's special technique for a special territory—where prospects seek escape in "No savvy" and inertia—sells a carload of refrigerators every 60 days

When Ads Like This Don't Pull.....



Truck Demonstrations Do



RIGHT IN FRONT of her home, Senora Rodriguez of New Braunfels, Texas, gets a demonstration from Richards & Kreuger salesman Weldon Feltner who, knowing that his Spanish-American prospects won't come to the store, takes the merchandise to them.



PROSPECTS are easy to find, since families spend much of their time on the front porch. Canvassing with literature won't work, but it's easy to get them to look at appliances in their own yard.



AFTER SEEING Feltner's truck demonstration and selling herself, the Senora wants to trade in her old box, but Feltner only offers her \$10, tells her to keep it.



DELIVERY ORDER and sales contract is signed on the only available surface—the bed in the front parlor. The lady hasn't asked the price, knows only that she will pay \$3.87 a week.



CALLBACK after installation finds the proud Senora showing off her new possession to an equally elated neighbor and Feltner invites her out to his truck for a demonstration.



ANOTHER SALE is made by hard-working Feltner. In almost all cases the woman of the house makes the decision, because, says Feltner, they run these low-income families. Husbands are only useful accessories.

E don't paint our refrigerators yellow," says Ken Fiedler, general manager, Richards and Krueger, New Braunfels, Texas, "but we do peddle them off a truck like a huckster peddles bananas."

When Regulation W was lifted, Fiedler began advertising appliances as available with no down payment.

"But the response," he says, "was anything but encouraging. Of course, our advertising was aimed at the lower income bracket. To back up our advertising, we sent our salesmen out canvassing, cold turkey. Our men delivered the message. That's all."

The door-to-door contact did one

The door-to-door contact did one thing: It clearly showed a big potential. Tapping it, however, was another matter.

"Our salesmen were put off by as-

surances that their prospects would drop in tomorrow or the next day and look at the floor samples," says Feidler. "However, the prospects failed to drop in. Seemingly, they were not interested enough in buying a new appliance."

Here in this part of the country, the lower income families are made up mostly of Latin Americans. Many of the older generation do not speak English and many who do, shake their heads and exclaim, "No savvy!" when approached by salesmen.

"When we were fully convinced of the existing potential," says Fiedler, "we began trying to figure out a means to show prospects what we had to offer instead of trying to tell the story.

"Finally," Fiedler continues, "one

of our salesmen, Weldon Feltner, came up with the idea of putting a refrigerator on a pick-up and demonstrating it in front of each prospect's home."

This suggestion was first taken as a joke. But Feltner insisted he was

going to try it.

"Going out alone," says Feltner,
"I knew that I could not juggle a box
around to set it in the house for a
demonstration. But I knew I had to
have something concrete to show
people in order to whet their desire
to possess. I finally borrowed a
pick-up, talked our deliverymen into
loading a box on it, and drove away
determined to stay out untill I sold
that first refrigerator."

that first refrigerator."

He sold it all right . . . and in less than an hour's time. The sale, how-

ever, was contingent upon the buyer being able to meet the credit man's requirements.

"We can see no saturation point ahead among the lower income group," says Fiedler. "Those we sell today will be ideal prospects to trade with again in a couple of years. As we sell today, we are, at the same time, building up a customer list for tomorrow. Already, we are calling back on these customers who bought a box from us a few months ago to sell them a washer, and some salesmen have been successful in selling electric

"We have had no defaults, no delinquents. Payments are prompt, and our new customers are happy. And we are selling a carload of boxes every sixty days." End

Use a Quarterly Budget For Maximum Cost Control

Quarterly budgeting is the logical approach to today's rapid changes in business activity, the necessity for maximum cost control and quarterly tax payments. It is easy to do!

TODAY'S business budget has a new look. Years ago the progressive electrical merchandiser prepared an estimate of sales, business costs and net profit for a one-year period. Today, the quarterly budget is the forecast of business operations used by progressive businessmen. This has been brought about (1) by the change in income tax payments from a total settlement in March to payments each quarter based on estimates of net income; (2) by the obvious difficulty of seeing ahead a whole year in these hectic times, (3) by efforts to attain maximum cost

Budget Helps Tax Figuring

To arrive at a satisfactory estimate on his tax declaration, the taxpayer must base his net income upon some studied and approximately accurate calculation to keep out of trouble with the income tax office, and, inasmuch as this calculation entails a forecast of operating results for the quarter year to come, the wise dealer is now killing two birds with one stone by budgeting quarterly, forecasting the net profit he hopes to earn, and filing his tax estimate accordingly.

However, the budgeting procedure has not changed, nor has the need for a budget been lessened. If anything, the dealer more than ever needs a budget to guide him. The only way to plan successfully in this hectic period is to forecast sales, cost of sales, margin, overhead expense and net profit for the forthcoming quarter. The estimated figures should be checked against results and all substantial variances investigated. Not only will this procedure assure better sales control and cost control, but also it will help the dealer earn his anticipated profit and minimize amendments to tax estimates.

Estimate Expense First

The quarterly budget is set up in reverse. In other words, the dealer estimates his overhead expense first, then the desired net profit, arriving at the sales figure last. In setting up his overhead expense estimate, the dealer should use prior-period figures as the base of his computation. The prior quarter and the same quarter for the prior year are the periods from which one should get the figures upon which to base estimates for the next quarter.

Say that a review of experience figures for a prior quarter were as follows (Incidentally, the figures are merely illustrative and are not intended to represent the experience ratios of any dealers in this field);

	T	A	B	L	E	1	A						
Sales													
Cost of sales													60
Margin on sales. Overhead expens													40%
Overhead expens	е											*	35
Net profit on sal	les	٤.											5%

When the dealer has determined his operating ratios to sales, he must transpose these percentages into dollar figures and to do this he works backwards, so to speak; he estimates his overhead expense for the forthcoming quarter in dollars. This is not hard, because overhead in a well-managed business averages up about the same from quarter to quarter.

If the dealer decides that his overhead expense for the next quarter will be, say, \$6,562.50, and his overhead-to-sales ratio is 35 percent as shown in Table A, divide 35 into \$6,562.50 to get one percent, or \$187.50, and multiply by 100 to get the budgeted sales volume for the next quarter because sales are always considered 100 percent, in this case, \$18,750. The remaining ratios then fall right in line:

TABLE	8
Sales	\$18,750.00—100% 11,250.00— 60
Margin earned on sales Overhead expense	\$7,500.00— 40% 6,562.50— 35
Net profit on sales	\$937.50 5

The sales figure, \$18,750 as shown in Table B, is for the total quarter and the dealer must split this figure into monthly totals to afford maximum sales control and cost control. To get yardsticks for guidance, he must review his monthly sales for the same quarter in prior years, preferably the three years prior, and average them. Sales are sure to fluctuate from month to month in every business because of seasonal demands and other factors. The dealer is familiar with these peaks and valleys. Say that January sales average up for the three prior years to 20 percent of total sales for the first quarter, January, February and March, then the dealer would use that percentage in fixing

the current quota for January and follow the same calculating procedure to estimate the sales quotas in February and March:

\$3,750— 20% 5,625— 30

After setting his monthly sales quotas, he uses the dollar sales figure as a base to get his other operating

February March

figures in dollars. He applies the operating ratios shown in Table A, as outlined in Table D below.

Estimated and actual figures seldom jibe, even in big companies where managements have been budgeting for years. However, when budgeting quarterly it is much easier to approximate actual results than when budgeting annually. Businessmen who are budgeting quarterly state that they are able to approximate actual results in about 80 percent of their compilations. Then too, when they budget, they have their estimates under their all the time, trying to bring actual results in line with their forecasts, and this makes for the best in cost control. If only from the standpoint of better cost control, the quarterly budget is a big benefactor. As a matter of fact, users of the quarterly budget contend that cost control is its most important function. High taxes and operating expenses make minimum costs obligatory.

Consider Unusual Outlays

The dealer need not follow his experience figures exactly if he thinks they will deviate in the next quarter for any reason. He can adjust them in line with expectations. Maybe he wants to increase an advertising appropriation or spruce up his establishment, which will increase maintenance and repair expense over the prior quarter. If so, then he increases the overhead outlay and adjusts the per-

centage. Normally, additional promotional expense will bring in more business. The dealer may then want to increase his dollar sales estimate for the forthcoming quarter. If expansion, modernization or an increase in the inventory "carry" are contemplated, these outlays should be considered, although they will not be figured on the operating statement.

Time Will Prove Value

At first, the estimates may vary from actual results because the reader will be "green" on budgetary compilation, but with the passing months, and close attention to the figures, he will do a better job of forecasting, and he will keep better control of his business costs, which is essential to maximum profits today. There is little use straining for maximum sales volume if you can't make a profit on it, and in many cases, the more volume a dealer does, the less he makes if his cost control is off, because the additional volume over-taxes the organization and loss-leaks increase, sometimes to substantial proportions.

Because the times are unstable, many dealers assume that they cannot forecast with sufficient precision to make budgetary control worth while. but wiser heads say that budgets are more useful in times like this, just as a compass is of more value to a mariner in turbulence than in calm. The right time to start budgeting is right now, because higher costs, higher taxes, inflation, controls and the possibility of a recession in a year or so will make the going rough. The National Association of Creditmen warns, "The end of the synthetic prosperity, in which industry operated for so many months, may come sooner than is now expected.'

In a slump period, the dealer who is accustomed to strict budgetary procedure is better able to ride the storm than the dealer who blindly barges

TABLE D		
January Sales \$3,750.00 Cost of sales 2,250.00	February \$5,625.00 3,375.00	March Percent \$9,375.00——100% 5,625.00——60
Margin on sales \$1,500.00 Overhead expense 1,312.50	\$2,250.00 1,968.75	\$3,750.00—— 40 % 3,281.75—— 35
Net profit on sales \$187.50	\$281.25	\$468.75 5%

LEWYT Step-Saver DOLLY!

Now available to Lewyt dealers coast-tocoast! Proven a sensational PLUS-profit builder in months of market tests!

> Everyone who buys a Lewyt—everyone who has ever bought a Lewyt—is a hot prospect for this Dolly and Wall Rack!

> Not only are they the most useful cleaner accessories in a decade, they're sales-tools that give Lewyt dealers a terrific selling-edge over the entire cleaner field!

Sell them for bigger Lewyt profits! Promote them! Do it now, during Lewyt's heaviest-of-all Fall ad drives!

HOW LEWYT DOLLY and WALL RACK HELP YOU CASH IN!

- YOU CLINCH SALES! As an added inducement, gets customers to buy now!
- YOU INCREASE UNIT SALE! Lets you make an extra profit on every Lewyt you sell!
- SELLING'S EASIER! Gives Lewyt another feature women want, a new feature for your salesmen
- USE AS TRADE-IN-OFFER! You can promote the Dolly and Wall Rack as a combination trade-in offer on a Lewyt!

DO IT

LEWYT

WORLD'S MOST MODERN VACUUM CLEANEI

LEWYT CORPORATION, Vacuum Cleaner Division, Dept. M-10,60 Broadway, Brooklyn II, N.Y.

LEWYT WALL RACK

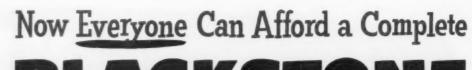
Space Saver

Hangs out of way behind closet door or on wall! Keeps hose, sprayer, Moth Snuffocator at hand; rug nozzle attached—ready to use!

ELECTRICAL MERCHANDISING-OCTOBER, 1952

Step Saver

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BLACKSTONE

COMBINATION

LAUNDRY

Dealers:

Use The FHA and
Open-End Mortgage
Plans* To Sell The
Complete Blackstone
Combination Laundry
To Home Owners With
Limited Budgets!

Here's How:

Yes it's true! The total cost of a complete Blackstone Combination Laundry may now be included in the mortgages of houses just-a-building or may be tacked on to already existing mortgages.

MAKE SURE THAT YOUR PROSPECTS REALIZE THAT THIS CREDIT SERVICE IS AVAILABLE TO THEM!

Many people do not know that they can take many years to pay for the Blackstone Washer, Dryer and Ironer Combination. It's good business for you to tell them all about it! Get all the facts from your bank. This is a market that is virtually untapped! Start your sales force working on it NOW! Remember... the Blackstone Combination Laundry has always been the dream of the housewife—now she can own one and pay no more monthly than her laundry bills cost her now!

INCREASE IN DOLLAR VOLUME!

YOU COLLECT YOUR FULL

SELLING PRICE IMMEDIATELY!

YOUR CUSTOM

YOUR CUSTOMERS CAN
TAKE YEARS TO PAY!

*In effect in most states

Automatic Washers Wringer

Dryers Gas & Electric Ironers Portable & Console

Blackstone

JAMESTOWN, NEW YORK

AMERICA'S OLDEST MANUFACTURER OF HOME LAUNDRY APPLIANCES

OCTOBER, 1952-ELECTRICAL MERCHANDISING

PAGE 72



EXPERT MANAGERS, Ken Martin and President Fred Hodge, plus .



AN EFFICIENT and diplomatic dispatching desk that sends out . .



FOURTEEN PANEL trucks on home calls to give quick service . . .



AND SPECIAL labor-saving tools and equipment, all add up to .

Efficient organization is the reason the Electric Service Co., Portland, Ore., gives for showing a profit after only three years in a business formerly subsidized by utilities at a cost of \$100,000 a year

HERE's always service. In good times and bad-perhaps even more in bad. Time was when power companies handled a part of this job. In a few places they still service electric ranges and perhaps some other appliances, acting on the premise that they have an obligation to keep the customers' equipment operating. But more and more they are getting out from under what they feel to be a burden and turning the entire job over to the dealer. Appliances still have to be kept in usable shape. Is this just a chore which the dealer finds on his doorstep or can it be handled profitably? Is there a desirable backlog here which will provide a paying business when the ups and downs of the economic and political world play ducks and drakes with appliance selfing? Can ranges be serviced profit-

Answer in Organization

The Electric Home Service Co. of Portland, Ore., is organized on a basis to answer these questions. When the two utilities serving this area three years ago went out of the business of servicing appliances, including ranges, Fred Hodge formed a service organization to fill in the gap. He set out to learn whether or not service can be handled in such a way as to make a profit. He is not satisfied as yet that he has found the complete answerwill never be satisfied, perhaps, so long as changing conditions continue to present new problems. But he is sure of one thing-that if money is to be made out of appliance servicing it will be on the basis of efficient organization. There are plenty of opportunities to let profits slip through your fingers in insidious ways, leaving less than wages as a profit for the pro-

Diplomacy at the Dispatch Desk

Of first importance is the dispatch desk. This requires a systematic method, good printed forms for registering the necessary information, plus a born diplomat to carry out the routine. The individual in charge must like detail and must ask the right questions tactfully, with no implication that the customer is at fault in causing whatever damage is reported and with no inclination toward laughter at the mistakes made by a layman struggling with unfamiliar

technical terms. Most of the calls for help with major appliances come by telephone and are directed by the main switchboard to this desk. The dispatcher makes out a ticket in duplicate, registering pertinent information which will give the serviceman an idea beforehand what parts or tools must be taken along and approximately what time must be allotted to the call.

In front of the dispatcher is a rack with pockets for each of the six districts, into which go the forms as they are filled out. At the end of each day a list of jobs for each man is made up from this rack, so that he starts the next day with a schedule of assignments, all relatively close together geographically, with du-account given to the type of job and the probable time involved. Always before he leaves one district the field man calls back to catch any emergency jobs which may have come in since he left the shop. With a city wide coverage of trucks in the field it is possible to take care of any emer gency call within a short period. This important, because the woman whose range is not operating needs help before her next meal is due, Prompt attention to service calls in all fields, in fact, is the basis on which good will is built.

Well-Equipped Trucks

Adequate and well-outfitted service trucks are essential to the work of any large repair department, particul larly one which handles equipment, such as ranges, which cannot be readily transported to the shop. A fleet of 14 panel trucks and two pick-ups is maintained by the Electric Home Service Co. These are fully equipped with repair parts and tools and operated by diplomatic and skilled mechanics who are also trained to sell the service needed and to collect on the spot. Each panel truck carries a stock of about \$1,500 worth of parts and tools. The men handle their own loading of this material, so they know where everything isand they take their trucks home with them at night. This not only gives them a pride in ownership, but helps to minimize the risk in case of fire at the plant. Each man bears the responsibility for truck and contents. He replenishes the stock as needed (Continued on page 92)

. Appliance Service in the BLACK



Look at Those Schoolboys Sell!

\$1,000 in traffic appliances in one day is the record achieved by the four high school boys who competed in the Billings, Montana, Appliance Mart's second annual Salesman for a Day contest

WHILE Appliance Mart salesmen watched, four Billings, Montana school boys recently stacked up a \$1000 day for C. C. Musburger in the latest version of his annual "Salesman For A Day" contest.

The regular salesmen were vitally interested, however, because each of the four high school students had been taught by one of Musburger's regular staff. Starting some weeks in advance, the Appliance Mart sales force taught four previously selected students how to convince people that household appliances were necessary and desirable. Last year, this same Montana store inaugurated the Salesman For A Day contest with the boys receiving their training on larger appliances and radio-phono combinations. Rated by popular vote of the store visitors, the winners received prizes and top man took home an engraved loving cup for a year. That same cup goes, when suitably engraved, to this year's top man.

The contest is held on the Saturday preceding Mother's Day and contestants are rated on popularity and also on dollar sales volume. It is interesting to note that, in the 1952 contest,

the voting exactly paralleled sales records. First, second, third and fourth in dollar volume were in exactly that order when the ballot box was emptied. Voting was not contingent upon sales. Persons voted for their preference (one man only) whether they bought or not. Over 200 votes were cast, many by persons never before in the store. Relatives and friends of the contestants made up a good portion of the clientele, but the day's gross of \$1000 can cover quite a few rough spots.

Combination Incentive

Looking ahead to what appeared to be just another dead Saturday before a special day, Cee Musburger wondered why kitchen appliances, which would last for years and be constant reminders of loving thoughtfulness, couldn't be used along with the traditional Mother's Day flowers and candy. The idea needed some dramatic promotion if it were to be accepted. Mothers everywhere are interested in seeing children advance. What could pack more appeal than an appliance her boy or a friend's boy (Continued on page 98)



VISITORS at the Appliance Mart's second annual Salesman for a Day competition not only voted student Don Kuhne the best salesman, they also bought from him \$300 worth of electric housewares.



ALTHOUGH boy salesmen got no money for their work they did receive prizes and the top man got a loving cup. Second-place winner Tim Cleary specialized in Hamilton-Beach, Toastmaster and Westinghouse.



CAREFUL ADVANCE TRAINING of each boy helped make for smooth demonstrations and sales talks. Competitor Jim Reynolds, like other boys, got night instruction from regular store salesmen.

THE OLDEST—and still the MOST DEPENDABLE NAME IN STEAM IRONS . . .

Rival

STEAM-O-MATIC®

The Original Fully Automatic Steam and Dry Iron!



Two wonderful irons in onea Steam Iron . . . and a Dry Iron! Fast and easy to fill: No caps to unscrew, no funnels, no measuring cups, no hot metal to touch. Patented *tilt-top* filling is just one of the dozen outstanding reasons why it's easier and more profitable to sell Steam-O-Matic: The original Steam and Dry Iron by Rival!

STEAM IRONS ALL FABRICS

NEW SELECTOR

DIAL



And still only

95 FED. EXCISE



MORE EFFICIENT STEAM DISTRIBUTIONS



LIGHTWEIGHT! WEIGHS ONLY 3 LBS.



EXCLUSIVE VISUAL FILLING.



USE ORDINARY TAP WATER.

NO DISTILLED WATER

NECESSARY!







OTHER NATIONALLY ADVERTISED PRODUCTS BY RIVAL



Grind-O-Mat





RIVAL MANUFACTURING COMPANY, KANSAS CITY, MO.

RIVAL MANUFACTURING CO. OF CANADA, LTD. MONTREAL



ISOLATION RACK was Superior Radio & Electronic's answer to slow table radio Individual compartments show off each set, give customers a chance to visualize single model in its own setting.



SLANT-END record racks on counter solved problems of displaying popular records so teen-agers could leaf through them quickly, but also so they take up room needed to display other merchandise.

One Line at a Time

The partners of Superior Radio & Electronics started in East Aurora, N. Y. with one line of table radios, some records and a repair shop. As they learn how to run each department and sell each product they expand



ONE-LINE policy on major appliances and television enables the company to concentrate its advertising and promotion effectively.

DWIN SIMPSON and Paul Grenier combined their talents for radio repair work and retailing and opened a new store in East Aurora, N. Y., population 5500. That was in 1946. How did it go?

'We learned a lot about what we were not doing right-in a hurry, admits Grenier.

"We specialized in table radios, but they were deader than the proverbial mackerel as far as sales went. We had lots of records, but our inventory was so jumbled and display so inadequate, they wouldn't move. Our repair business was holding its own, but we needed more equipment, more room and perhaps more specialization.'

The partners tackled the radio situation first, deciding to build up the idea of that "extra" radio around the house. But they had to unjumble their stock and narrow down their brands, they reasoned.

They came up with a wall display rack that they've been very grateful for ever since. Table radio sales jumped from nothing to "very good business

The display rack is simply a series of compartments, each about 12 x 15

x 18 inches, large enough to adequately display a single table radio.

'It seems the trouble in most stores is that they don't give the customer a chance to visualize the single radio, Grenier reports. "They run into each other, on a single shelf or stand. Our segregation idea is great, and has attracted tremendously. We had a small rack at first, but the one we have now, capable of holding about 50 units, was necessary to keep up with the demand."

All the radios can easily be plugged in, too. As a switch, when stock is low or selling is slow, records or a table appliance might be featured in the compartments. For a while they tried just one line, but found cabinet styles weren't varied enough for most folks, so added another line.

Leaders in Records

In records they are the town's 'record center," and they point to finger-tip stock control and good displays as the principal reasons for appealing, largely to the flocks of teenagers who do most of the buying.

The wall racks, with labeled sections for the record stocks, tell a lot of the story. Several types of bins

tell the rest. These are simply constructed, slant-end plywood bins a foot to a foot-and-a-half long, with widths dependent upon the record size. Facing the main record counter is a single long bin that holds several hundred "pop" tunes at a time.
"We decided the problem of the

record industry was good display," says one partner. "There's not enough profit for wide displaying and you could have too much inventory to

do a good job.
"With these bins, it's a matter of seconds for a customer to leaf through our stock. Of course there is the problem of record containers becoming soiled or dog-eared, but so far we've had no complaint about that."

Expansion in Service

As for service, as the other phases of the business strengthened, the Superior store added more and more electronic equipment, went into TV repair as soon as possible, and found that dollars invested at the store in oscilloscopes and sundry other benchwork aids, paid off in increased dependability and quality in workmanship—hence, good business.
Today Walter Schulze, a compara-

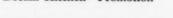
tively new partner and an expert at the electronics end of the business, points with pride to a repair bench over 20 feet long, with the latest repair equipment and facilities. The part-ners' early aim of "repairing what we sell" has meant a lot, and has, along with radios and records, led the store into active TV retailing and repairs, and, a year and a half ago, into white

"As in our other efforts," says Grenier, "we decided to stick to one brand for our TV merchandising ef-fort. We've never regretted it.

"We have a special 'salon' enclo-sure, with subdued lighting, where customers view our TV sets and are secluded from record-playing or noise in the outer showroom and store and repair room.

We chose one line of major appliances, too. This one-line way of doing things eases promotion efforts, we've found. You can spend all your time, effort and advertising dollars on that one name in any line, you see.

The Superior store also has a deback-of-the-store building tached. where they've set up some major ap pliance repair quarters, complete with painting facilities





CONTINUED FROM PAGE 63-

MORE THAN 500 contest entries, reflecting the desires and dreams of housewives throughout the Birmingham area, kept Evans (left) and Bellows busy sorting them out.

the housewife also was to submit a paragraph in 25 words or less on "Why I would like to have a Youngs-

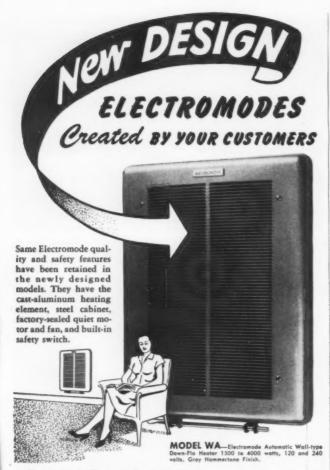
town kitchen.' We broke the announcement of the contest with half-page ads in the Birmingham newspapers," says Evans. "The ad carried a coupon which the housewife might fill out, requesting the printed form for entering the contest. The contest offered the reader a chance to 'Win your dream kitchen-plan it yourself!', and it was to run 30 days.

"More than 1,500 inquiries were received after the contest announcement and after the printed forms had been mailed out to these inquirers, more than 500 actual entries were submitted in the contest. Of course, many of the kitchen ideas were very poorly done-in fact, some of them were nightmares instead of dreamsbut we were amazed at the response. We found that almost all of the entries, however poorly done, reflected a real effort on the part of the contestant, to design her kitchen in accordance with her desires.'

Booster ads were run on an average of twice a week during the contest period at the end of which time the judges-representatives of the distributor, Hart-Greer, Inc., of Birmingham-were called in to decide the winners. In addition to the first prize, a complete Youngstown kitchen, a second prize of a 54-inch sink, and a third prize of a washing machine were awarded. Fifty gift certificates worth \$50 toward the purchase of a new kitchen were given as consolation prizes. Many of these gift certificates have already been applied toward a new kitchen, according to the



CONTESTANTS WHO come in person to the store to pick up their entry blanks, received demonstrations and heard about appliances from Manager Bill Evans. Several sales were made to traffic.



You and Your Customers wanted these newly designed Electromode models for home heating. They were pretested by customers like those you serve . . . tested for color, appearance, easy maintenance, convenient controls and heating efficiency. Electromode engineers built them to embody those customer-wanted features and now Electromode gives to dealers this customer-approved line of

Why ELECTROMODE is your safest and best buy

domestic heaters that will sell faster and give you turnover and profit.

CUSTOMER SATISFACTION. You'll find Electromodes "stay sold" because dealers have little or no call-backs or service problems. Users like the convenience, performance and safety. And Electromodes are easy to install and economical to operate.

BIG SELECTION. Electromode's complete line consists of more than 50 models in wall, portable, and suspension types, automatic and non-automatic, in capacities from 1320 to 45,000 watts, for any electric heating job.



MODEL PJ

Electromode Portable Small Room Heater, 1320 watts, 110 volts, Grey Hammertone

MODEL WJA

Wall-type Bathroom Heater, 1320 watts. rome Finish



For attractive displays, literature and specifications on the complete line of domestic, industrial, commercial and farm heaters. Coupon below will speed this material to you.

ELECTROMODE	CORPORATION	45 Crouch St.,	Rochester 3,	N. Y. Dept.

Send information on follow Domestic	☐ Industrial	☐ Farm
Name		
Company		
Address	A	A CONTRACTOR OF THE PARTY OF TH
City	Z	one State



Starting October ...

SERVEL FIRES

One of the biggest advertising drives ever put behind any new appliance-aimed at a brand new refrigeration market. 28,530,000 strong!

Now-refrigeration you can sell to party-lovers, comfortlovers, gift-givers-for living rooms, game rooms, bedrooms, boats, patios, offices and scores more places besides!

It's the first new refrigeration appliance in 20 years! It opens up a market that's never been tapped before! And look at all you get to help you cash in! One of the biggest introductory ad drives in all appliance history! Big local newspaper ads! Traffic-booming promotions! Striking display ideas! Powerful merchandising gimmicks! No trade-ins! No service headaches! No competing makes! It's a wide-open opportunity for every Servel Dealer! CALL YOUR SERVEL DISTRIBUTOR NOW!



The name to watch for great advances in REFRIGERATION and AIR CONDITIONING

GAS . ELECTRIC

Servel Inc., Evansville 20, Indiana In Canada, Servel (Canada) Ltd., 548 King St.W., Toronto, Ontario

ELECTRICAL MERCHANDISING-OCTOBER, 1952

2 GREAT NEW SHOWS TO



THIS FALL YOUR

CUSTOMERS WILL BE

HEARING AND SEEING

MORE ABOUT

G-E APPLIANCES

THAN EVER BEFORE!

ON RADIO

the BING CROSBY SHOW SELLING G-E MAJOR APPLIANCES Every Thursday Night on CBS

Starts October 9-9:30 EST · 8:30 CST · 7:30 MST · 6:30 PST

Songs as only Bing can sing them! A refreshing half-hour packed with easy-going humor and matchless music!

AND FEATURING:

- Famous Guest Stars including: Humphrey Bogart, Lauren Bacall, Gary Cooper, Marlene Dietrich, Judy Garland, Jimmy Stewart, Fred Astaire, the Bell Sisters, Rosemary Clooney, Louis Armstrong, Joe Venuti, the Crosby sons (when they're not in school), and many others.
- John Scott Trotter's Orchestra featuring such great artists as Red Nichols and Ziggy Elman on the trumpet; Perry Botkin on the guitar; Matty Matlock, clarinet; Ted Vesely, trombone; Buddy Cole at the piano and Nick Fatool on the drums.

Jud Conlon's Rhythmaires

Last year millions of radio homes throughout the country tuned in the Bing Crosby Show each week! This year he is expected to be more popular than ever!

Sponsored by the General Electric Co., Major Appliance Division, Louisville 2, Kentucky

BING CROSBY ON RADIO • Joan Davis and Fred Waring on TV • Every Leading Consumer Magazine • Hundreds of Local Newspapers • Television plus radio plus magazines plus newspapers gives you the biggest appliance advertising program ever offered . . . delivers hard-selling messages to every community. Support this tremendous advertising program locally—it can pay off with more sales in your store.

SELL G-E APPLIANCES!

ON TELEVISION

the JOAN DAVIS SHOW

"I MARRIED JOAN"

SELLING G-E MAJOR

AND SMALL APPLIANCES

Every Week on NBC-TV

Starts on most stations October 15—8:00 EST · 7:00 CST See your newspaper for times in Mountain and Pacific time zones

Here is the sensational new TV show that the whole country will soon be talking about!

"I Married Joan" is a situation-comedy show especially written to let Joan Davis display all of her many talents! Joan is at her wonderfully funny best in this half-hour of sparkling comedy! You'll laugh till your sides hurt as she provokes her husband (played by Jim Backus) into rib-tickling mayhem!

For four straight years Joan was acclaimed by over 600 radio editors as "Queen of Comedy." She has appeared in dozens of well known movies including: "Sweetheart of the Fleet," "Kansas City Kitty," and "Hold That Ghost."

And now this world-famous comedienne who originated the saying, "I love that boy" is going to be saying "I love those General Electric Appliances!"

Sponsored by the General Electric Co., Major and Small Appliance Divisions,
Louisville 2, Ky., Bridgeport 2, Connecticut

Something to think about. Independent surveys indicate that already 53% of your women customers prefer General Electric Appliances to all others! The tremendous impact of G-E Appliance advertising should make this preference grow even greater! Your success in business is most assured when you advertise, promote, and sell General Electric Appliances!



NOW, MORE THAN EVER-

IT PAYS TO CONCENTRATE ON GE!

GENERAL 🍪 ELECTRIC

The Reader



HE ABC SYMBOL which is printed at the head of this page is, in a very real sense, your brand on this magazine. Those letters stand for Audit Bureau of Circulations. The symbol indicates that the magazine is a member and supporter of that Bureau.

To the advertiser who contemplates using the magazine as an advertising medium, this symbol has a well-recognized significance. It tells him that the circulation records and practices of the magazine are wide open to the auditors of she Bureau, who check the publisher's claims and make public the precise terms and conditions under which subscriptions are obtained. And it assures him that the magazine stays in business by virtue of a demonstrated demand from its readers as shown by their paid subscriptions or newsstand purchases.

BUT HERE we are concerned only with the significance of ABC to you as a reader. For when the advertisers, the advertising agencies, and the publishers founded the Bureau nearly forty years ago to help establish honest circulation figures, they unwittingly set up a cooperative institution that has become a major safeguard for the interests of the reading public.

That is because membership in ABC constitutes one of the strongest guarantees that any publication can offer of its primary devotion to the interests of its readers. And by making that guarantee possible, ABC becomes a major safeguard of the freedom of the press, an objective of exceptional importance in these days when the public is flooded with propaganda from so many sources.

The surest means by which to preserve a free press is to keep it directly answerable to the reading public it would serve. It follows, then, that the survival of a truly free press must depend on its acceptance by that public; and that means in turn that the people must have in their hands some adequate means for holding the publishers responsible to them.

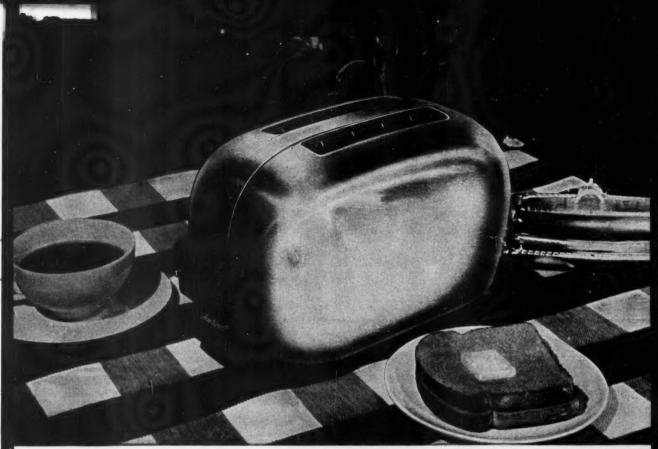
No one has yet devised any means to that end more simple, more direct or more practical than the paid subscription or newsstand purchase price. The right to purchase or refrain from purchasing a publication gives to the readers and to no one else the power to pass judgment on whether that publication should continue to serve the reading public.

To supervise this vital process, to check and certify the integrity of the publication's circulation methods and claims, requires a strict and continuing audit of each publication's success in meeting this test of its public acceptance. To that essential function the ABC has contributed mightily by the conscientious performance of its mission. And that is why we are able to have a press supported, for the most part, by advertising revenues, but not controlled as to its circulation or content by any influence other than its readers.

When an advertiser consults the ABC statement of a publication to ascertain the amount, the quality and the trend of its circulation, he does so in the legitimate pursuit of his own interest. But at the same time, inevitably, he is helping the ABC to keep the press responsible and responsive to the reading public. For, in effect, he is asking the publication to demonstrate through its circulation figures that it owes its standing to a voluntary demand by its readers.

SO THE Audit Bureau of Circulations, by auditing and certifying paid circulations, has come to perform a vital service to the readers of this magazine and of every other member publication. And in performing that service, it helps to maintain in our country a press that is answerable to the reading public and to it alone. So long as the practices and principles for which ABC stands continue to prevail in American publishing, we shall find in it a sure support for a truly free press, responsible only to the public it serves.

McGraw-Hill Publishing Company



Toostowell (merica's Best Automatic toaster

Get Ready for Holiday Gift Buyers with the Fast Selling BIG PROFIT TOASTSWELL

A beauty in design . . . in sparkling, heavy chrome plate. Pops toast extra high, quietly and perfectly toasted to sulf your preference . . light, dark, or any shade in between. Toastswell's exclusive dual control . . . both a quiet clock mechanism and thermostat for perfect timing without resetting. No preheating is necessary . . makes perfect toast from the very first slice and it's the easiest toaster to clean. Fingertip lever drops crumb tray to the table without turning toaster upside down.

Model No. 350 Height 6½"—Length 12½"—Width 7½"— Shipping weight 6 lbs. 115 volts, 920 watts, A. C. or D. C. Approved by Belerwiters' Laboratory and Casolian Standards Association

RETAIL PRICE \$21.50

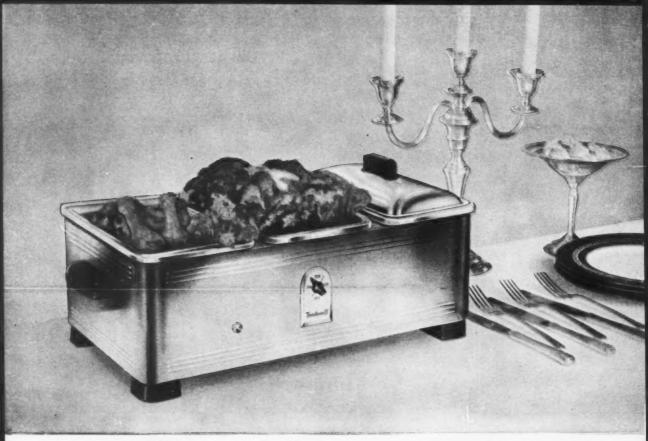
on other parties are a delice, fully estamatic pepup touries. Very popular with big, happy families. Fast
and affected a great for least production. Also has
been want a creditive quiet clock, plus thermosted control. Remarkable better plans for easy cleaning. Smooth,
think of some first least plantic teles.

Madel No. 444.5. Height 7" - Width 41/4" - Length 151/4". Skipping Weight 77% Lts. - 710 volts, 1290 worts, A.C. ar D.C.

RETAIL PRICE \$31.50



e Big Family Styl
4 SLICE
10001000312



THE TOUGHT SERVSWELL COOKS - WARMS - SERVES

BRAND NEW! A Terrific Gift Item

There's an air of luxury and festivity about this gleaming chrome-plated electric combination cooker, warmer and server. Savory foods can be prepared quickly, right at the table, in the three, healproof glass, 2-quard dishes, and served HOT, right down to second helpings. Has polished stainless steel lids with swivel handles, which form adjustable vents. Close the vent for moist foods. Open the vent to retain crispiness. Thermostat control, with jeweled signal light and indicator, provides temperatures up to 350 degrees.

Fast, efficient and beautiful. For Mother's Bridge or Father's Poker. The Children love it too, for those "after the show" parties at home.

Size overall. Length 19"—Height 8\%"—Width 10\%"—Shipping weight 19 fbs.

BETTALL BRICE \$32.95**

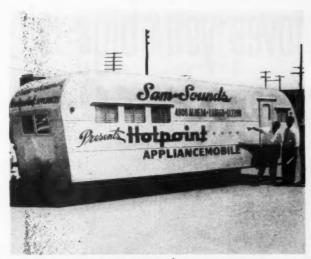
RETAIL PRICE \$32.95

FOOD WARMER



RETAIL PRICE \$6.95

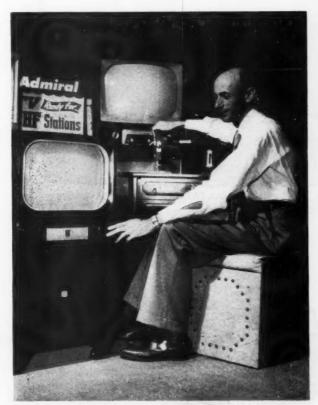
IDEA DIGEST



TRAILER DRAWS CROWDS FOR GIVEAWAYS: In their trailer outfitted with a Hotpoint kitchen, Joe and Pat Samuels, Houston, Tex., drive down a street and offer a housewife a free box of "All". When she gets it, she also gets a demonstration, which usually attracts others who want to see what is going on.



PRIZES FOR LUCKY GRADUATES: As a good-will idea, Sandler's of Gloucester, Mass., set up an eight-day clock with a special face containing the names of all graduating high school students, two to each section. The two students whose names were in the section where the long hand stopped, received free watches.



SEWING MACHINE USERS BUY TV: Harry Nonken of San Antonio, Tex., has sold a lot of sewing machines. Looking for a line to sell on callbacks, he took the advice of W. F. Linville of South Texas Appliance Corp., and tried television. He has moved them without effort, to the tune of \$25,000 worth a month.



FREE PLANTS FOR PROSPECTS: In a recent and successful effort to get new names on his prospect lists, Walter Nelson of Jackson, Miss., gave away plants to anybody who came into his store and registered. He felt that it was a fair exchange—even when he found himself giving away 300 a day.

For'53 Better See Motorola Radios

Now-Motorola moves your biggest









NEW

PIN-UP CLOCK RADIO IN 4 DECORATOR COLORS

Citron, off-white, cherry, green, in bakelite that wipes clean in a split second. Timer automatically turns on radio programs.



seller into every room in the house Motorola Cock Radios

Top Line for Christmas Gift Sales

Multiply your clock radio sales! Now Motorola moves your best Christmas item out of just one room into every room in the house! Here is the new Pin-up Clock Radio, in four decorator colors, with a clock face you can see clear across the room and designed so that it takes up no shelf space. Look at the new 52C and 62C—precision timepieces and Golden Voice radio combined. Notice the beautiful functional styling. All are headed for big sales and volume!

The new Motorola line is priced and styled to bring you a fast turnover and bigger profits! See the new Motorola table, portable and clock radios now—at your distributor's!



Model 52C—walnut, ivory, green, clock, radio, timer, alarm.

From \$34.95*



Model 62C — walnut, ivory, green, with convenient appliance outlet.

From \$44.95*



- CONTINUED FROM PAGE 67 -



OME OF THE GREATEST NEW SOURCES OF DEALER PROFITS SINCE TELEVISION!

VOCATRON's unique advantages give it a sales appeal and market far beyond most inter-communication systems—reflected by literally thousands of inquiries and actual sales from such diverse groups as home owners, business offices, industrial plants, doctors, dentists, schools, hospitals, warehouses, farmers, garages, restaurants, governmental departments, and many, many others.

These customers and prospects find in VOCATRON a versatile, economical, and convenient inter-com system... one that requires no special wiring, no installation, and which may be used for a wide variety of practical purposes. That's why it's a natural, virtually automatic seller—why you, too, should "plug in VOCATRON" for increased sales in the year ahead.

BACKED BY HEAVY AD AND MERCHANDISING CAMPAIGN

Backed by the enthusiastic response of both consumers and dealers, Vocaline Company has launched a national advertising, publicity and merchandising campaign to create further interest in VOCATRON and help dealers on the local level: Lead-getting ads in BUSINESS WEEK, NATION'S BUSINESS, MANAGEMENT METHODS, FORTUNE, NEWSWEEK, WINDOW DISPLAYS ... COUNTER CARDS ... MAILING STUFFERS ... SPECIAL BROCHURES ... DEALER CATALOG:

Get all the facts about VOCATRON. Return the coupon below for complete information. Do it . . . today!

Standard Model CC-2 talk-listen units retail at \$79.50 a Pair—extra units \$39.75 each. Extra durable gray plastic. Both Models slightly higher in





Special Model CC-25 talk-listen units (for longer-range operation, greater sensitivity) retail at \$97.50 a Pair—extra units \$48.75 each. Extra durable mahogany plastic with handle and De Luxe knobs.

Liberal dealer discounts, based on quantities purchased. Ask your wholesaler for facts about VOCATRON, or send coupon below.

Vocaline Company of America, Inc.

55 Vocaline Building, Old Saybrook, Conn.
Please send, without obligation, additional information about VOCATRON.
NAME.

COMPANY.....

CITY.....ZONE...STATE.....



DISHWASHERS are also rented out in order to familiarize the housewives of Lexington with the advantages of electric dishwashing.

ness profitable, Jett believes, is to be sure that you collect the first month's rent (\$5), and charge \$10 for delivery of the unit. If customers decide later they want to buy a unit, Jett does not charge them for delivery but applies it toward the new appliance.

"We usually don't have to make many service calls on our rentals," Jett explains. "First of all, we make one free call when it is put in the home, then we'll be responsible for any trouble on the equipment, the defrosting, etc., but not for ice trays or shelves. Sometimes the door lock will give trouble and we handle it without charge to them. But, as a rule, it isn't necessary to make more than one call a year."

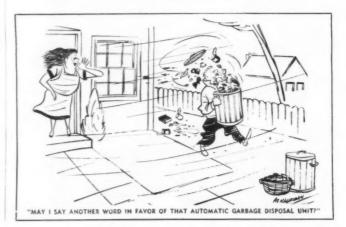
You can't work free trials in Lexington, so renting is a safe way to attract business, Jett believes. Word of mouth advertising has done more good for the rental business than any other methods. He still uses classified ads once in a while, but he couldn't even do that when Regulation W was in force. But with the lifting of controls, he has again gone back to plugging the rentals.

"I'm not too interested in renting

outside of the city, either," Jett emphasizes. "If I can't drum up enough business right in town, I don't want to knock myself out for the rural customers. I never collect rents anyway, except occasionally when someone is sick. If you get in the habit of going to their homes, you'd always have to do it. If they don't come to the store, we charge 5¢ for each month they are late as a penalty. One appliance we positively won't rent is automatic washers. There is too great a chance that we'd be run ragged on service work. It wouldn't pay."

Because of the rental service this year, the slump that might have hit Jett hasn't hurt him much. He is just about \$500 off over the first five months of 1951. Last year's gross was about \$200,000 but that is below the peak of \$370,000 he had the year before.

Located in the downtown section. Jett has good walk-in traffic. His salesman, as a rule, won't mention the rental service unless someone asks about it." Since they'd only make about 55 for each deal, they'd rather work for a sale where they might get from \$20 to \$30," Jett reasons. End



What <u>Rauland</u> means by "Perfection Through Research"

Rauland is one of the few companies devoting so much top engineering talent full time to picture tube improvement and perfection.

The result of this painstaking research has been to give you many more picture tube advancements since the war than has any other manufacturer...

more dependability and faster installation in the field for service dealers and service men... and greater assurance of customer satisfaction when you install Rauland replacement tubes.

That's why more and more jobbers, dealers and service men are standardizing on Rauland replacement tubes.





Rubber model for studying electron optical designing—basis for Rauland's exclusive Indicator Ion Trap.



Alignment of the screen and parallax mask of tri-color tube containing approximately a million fluorescent dots.



All-electronic tri-color tube in electronic receiver system (left) in comparison with



Inspection and checking of perforations .0075" in diameter in masks of tri-color picture tubes.



Rauland large-screen projectors using three different optical systems, all of which give theater-size pictures.



Careful study of the formation of thin metallic films in a vacuum... basis for the aluminizing of tubes.



Examination with polarimeter permits careful control of strains for superior glass-to-metal sealing.



A physicist using a Rauland-developed radiation meter in checking X-ray radiations from cathode ray apparatus.

THE RAULAND CORPORATION



Perfection Through Research
4245 N. KNOX AVENUE . CHICAGO 41, ILLINOIS





You'll make the most of the great opportunities in the laundry appliance business as a WHIRLPOOL dealer. Experience proves that... proves the WHIRLPOOL franchise to be most desirable for profit-wise dealers everywhere!

There are thousands of dealers who are topping all previous sales records. They're WHIRLPOOL dealers! They know WHIRLPOOL quality wins and maintains customers . . . creates powerful word-of-mouth selling . . . gives exceptional profit opportunities.

And this quality is combined with the greatest features in automatic home laundering. In Washers, only WHIRLPOOL has Suds-Miser, Seven Rinses, Agiflow Action, Germicidal Lamp, Cycle-Tone and other exclusive features. In Dryers, there's Tempered Heat, Forced-Flo Exhaust, Outdoor Venting, Germicidal Lamp, Automatic Ignition for gas models, and other WHIRLPOOL "firsts."

Remember, this is the time to assure your future . . . and your future is with WHIRLPOOL!

Whirlpool

CORPORATION, St. Joseph, Michigan

For Over 50 Years Manufacturers of the World's Finest Home Laundry Equipment

IN CANADA: John Inglis Ltd., Toronto, Ontario

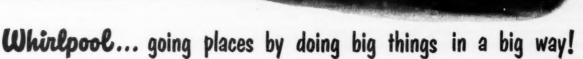
WHIRLPOOL PLANT
St. Joseph, Michigan

with Uhirlpool





Here's another selling feature for you. WHIRLPOOL has perfectly-matched, fully-automatic washers and dryers... the only units that have won the Fashion Academy Award for beauty of design!







Refrigeration Manufacturer **Calls KLIXON Protectors** Dependable Watchmen

SMYRNA, DEL.: N. Arthur Stokesburg, Jr. of Wilson Refrigeration, Inc. knows from experience that KLIXON Protectors stop motor

"In our manufacturing of Milk Coolers and Farm Freezers we have had ample opportunity to observe the worth of Klixon Protectors, especially in rural areas where low voltage might occur - due to old wiring or wire of insufficient size to carry the load. We find that by using Klixon Protectors on all condensing units, we have a dependable watchman night and day to protect the condensing unit motor from burning out."

KLIXON Protectors Build Customer Goodwill by Preventing Major Repair Costs



The KLIXON Protectors, illustrated, are built into the notor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.



SPENCER THERMOSTAT Division of Metals & Controls Corp. 2510 FOREST ST., ATTLEBORO, MASS.

Appliance Service in the Black

CONTINUED FROM PAGE 73 .

on requisition from the main stockroom. So satisfactory is the set-up of these trucks that fully 75 percent of all jobs can be handled in the field on the first call.

Time Saving in the Shop

When the trouble cannot be handled in the field, or when a general overhaul is needed, the pick-up trucks bring the appliance to the shop. A shop well equipped with time-saving tools and equipment is another essential to an efficient repair set-up. As the job is handled, the serviceman makes out a job ticket in triplicate, listing time and parts used. The original goes to the customer, leaving two carbons for the book-keeper. Of these, one goes into the customer's history file, while one supports the cash or charge.

Securing Prompt Payment

Every effort is made to secure prompt payment of bills. A quick follow-up on accounts for collection and a carefully worked out system of billing, both in the office and field, is of the greatest importance, if profits are not to leak away through this ready rat-hole.

For charge billings an invoice is made up in five parts on a snap-out form. Of these, the original goes to the customer, a vellow carbon is kept by the management for study of costs, a green carbon goes to the sales ledger, while a white copy is kept for a 30-day follow-up if the bill is not paid by that time. The last copy is on a ledger card and remains a ledger record in the files. Accounts are billed within three days of the work and then are given thirty, sixty and ninety day follow-ups. If the bill is not paid within three months the matter is taken to the small claims

Aim For Cash

The men are trained to secure cash if possible-and to encourage such payments, cash prizes are offered, totaling \$15 weekly, which are awarded in amounts of \$7.50, \$5 and \$2.50 to the man whose ratio of cash to charges is highest for the period. Ties are split between the men. During the period when the utilities were handling all range servicing in the community, charges could be added to the power bill, with the result that at that time at least 65 percent of all calls were on a charge basis. Working against this handicap, it has been possible in a short time to change the ratio to better than 60 percent cash.

Large Stock of Parts

A large stock of repair parts of all makes and models and a knowledge of which are interchangeable or adaptable is necessary to success. A library of sufficient catalogs, price sheets and wiring diagrams must be maintained to give ready reference to accurate information for both staff and customers. The firm has developed a reputation for helping other service outlets obtain hard-to-get parts or telling them how to make a substitution. These over-the-counter sales help materially in keeping the books in the black. Parcel post shipments of parts have grown from a few a week to a dozen or more a day.

The Electric Home Service Co. started off with both handicaps and advantages. The fact that it took over servicing in the wake of the utilities meant that the public was accustomed to special service on ranges and water heaters at less-thancost rates and must be re-educated to pay its way. On the other hand Fred Hodge, who had himself been mana-ger of districts for the Portland General Electric Co., was able to secure the services of trained men who had worked both for his own company and for Northwestern Electric, as well as trucks, tools and stocks of parts.

At the present time the company organization includes Fred Hodge as organization includes Fred Hodge as president, Ken Martin, formerly with the PGE as superintendent. John Dahlstrom, well known jobber service supervisor, and Hal Moore, formerly with Northwestern-Pacific Power & (Continued on page 96)



There's an easier way to close the deal...



emphasize the "DULUX" finish

Don't go to extremes when you press home a final point in your sales story. Faint point ne'er won fair customer! Just focus attention on Du Pont DULUX Enamel.

To close the deal the easier way, alert dealers talk about the lasting whiteness, washability and mar-resistance of Du Pont DULUX on home appliances. Customers know and respect the Du Pont name, and you can point out that DULUX is America's leading home appliance finish.

Effective? Here's proof! Over 25,000,000 DULUX-finished refrigerators alone have been sold, as well as millions of other home appliances.

So be sure to feature the Du Pont DULUX finish. It's the easier way by far to close the deal!

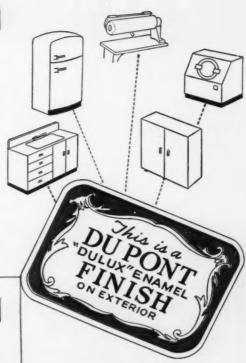


150% Anniversary

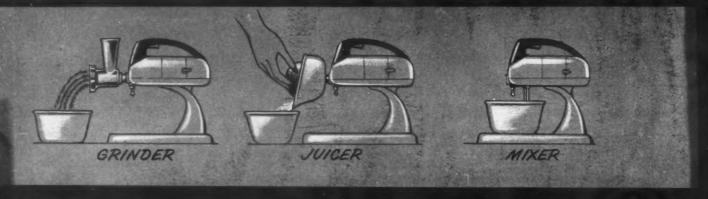
Better Things for Better Living

DULUX enamel

America's leading home appliance finish
CHEMICALLY ENGINEERED TO DO THE JOB BETTER



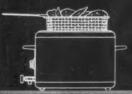
GET MORE "SELL"



WITH POWER-CHEF

Yes, more "sell!" Because Power-Chef is more than a mixer. It includes both electric grinder and jiffy juicer at no extra cost! Has a built-in power drive—no awkward, costly adapters. And competitive features like the 10-speed dial selector, and the

automatic beater release. What's more, we're telling all America that Power-Chef is more than a mixer—in a big, 2-page ad (like this one) in the November 1 Post. Stock up now, so you're ready to tie in... ready for more "sell"—with Power-Chef.



FRI-WELL deep-fries to a furn. Ideal, too, for soups and stews and casseroles. Automatic thermostat, Drain-Away English 29 95



BLENDER has Hurricane Action—blends, liquefies, purees, whips, chops, grinds, shreds, grates or pulverizes in seconds! 34.95.



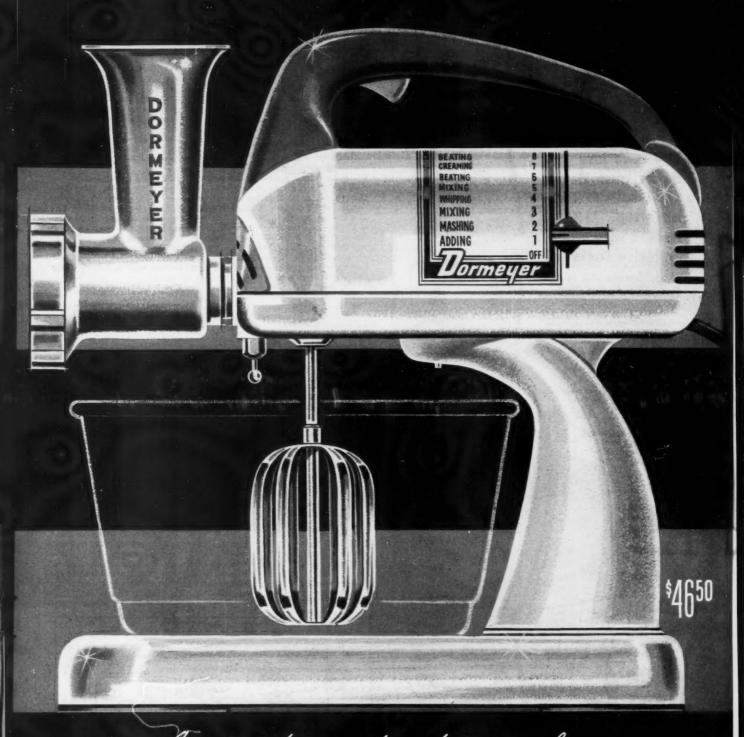
"DORMEY" portable mixer has a dial selector with five full-powered speeds. Fullsize beaters with fingertip release. 19.95



TOASTMAKER has extrawide wells. Completely automatic. Chek-It Lever for two different shades of toast at one setting. 17.95.



POWER-CHEF is the mixer that includes all accessories at no extra cost. With "Electric Mix Treasures!" recipe book. Guaranteed. 46.50.



America's buy-word in better appliances DORINETER

DORMEYER CORPORATION . KINGSBURY AND HURON STREETS . CHICAGO 10, ILLINOIS . Canada — Fox Agencies Limited, Port Credit, Ontori



and price sheets today.

Light, are assistant superintendents. B. B. Richards, former PGE, is bookkeeper; Jack Hepp, also former PGE, is dispatcher. In 1949, Lou Neely Range Co. and J. C. Stump Co., both service organizations, joined.

Direct Customer Service

Originally the company handled range and water heater repairs only, but it has been expanded to handle washers, ironers, dryers, refrigerators, freezers, mixers, table appliances and floor lamps. It does not handle radio or television repairs. Eighty percent of all jobs-and the ones from which the most profit is derived—come direct from the public. The operation has proved to the satisfaction of all that the public, properly re-educated, will cheerfully pay what is necessary for its repair work. It has proved that the service center idea is sound. The householder appreciates not having to apply to innumerable shops to get her appliances fixed.

Work for Dealers

In addition to this work for the public, the firm is set up to handle repair jobs for dealers-and one job in five comes from that source. A fair proportion of the retail firms in town have gradually been learning that the service company is set up to do a good job and that it does not compete by attempting to sell appliances on the side. The company ances on the side. The company carries licenses for both appliance selling and for house-wiring in order to be able to supervise such work when necessary and to cover emergencies, but it does not enter either of these fields. It sells nothing but parts and repair services. Established firms, accustomed themselves to hiring union labor and pricing in accordance with their costs, are willing to pay the charges which Home Service must make because of its own high costs. When the dealer prefers a short-cut method and is unwilling to meet these prices, he is directed

elsewhere. To them Hodge says, "Our men are highly skilled and highly paid. If you want to hire our mechanics to work for you, we will guarantee the best available and will bill you for every minute of their time. But remember we did not design the machine you sold or make the parts, so don't cry on our shoulders about what it costs you." This hard-boiled sales approach has brought excellent results. Many dealers who at first were reluctant to send customers to Electric Home Service now know that it is not a competitor. Contractors send in many customers because they dislike to fuss over small repairs. Several large retail stores have given up their own service departments to take advantage of the set-up.

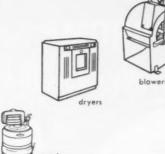
Though Small, Still a Profit

Profits thus far have been small, but the second year of operation was twice as good as the first, and the third would be on a sound footing if it were not for the uncertainties thrown into the situation by relatively rigid government price fixing combined with relatively fluid and rising labor costs. A little street-car advertising has helped bring in many new accounts. It is not a bad record to have taken a business that was costing the utilities upwards of \$100,000 a year in subsidies, and to be operating it at any profit at all within a three-year period.

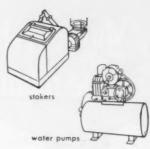
Problems the Same

Probably few service set-ups in the country will be operated on the scale of Hodge's experiments, but success in any service operation is based on the same factors. If you are going to operate at a profit, you must have good tools and good men, an adequate stock of parts to draw from, prompt attention to calls, careful records and follow-up of accounts -and an organization which keeps all operating at its top efficiency with as little waste motion as possible.









If your product is here . . .



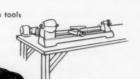




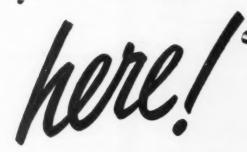


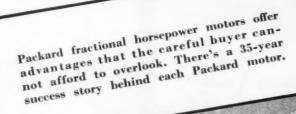






your motor is









Packard Electric Division, General Meters Corporation
Warren, Ohio

DEPENDABLE APPLIANCE MOTORS FOR THIRTY-FIVE YEARS

ELECTRICAL MERCHANDISING-OCTOBER, 1952

PAGE 97

You can Judge NICHROME* by the manufacturers who use it!



THERMADOR



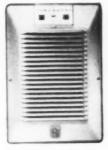
Thermador electrical appliances have been used in thousands of homes, apartments, institutions, and commercial buildings since 1916—proof of their high quality, dependability, and economy.

Today, the Bilt-in Range and Bilt-in Oven, both original Thermador ideas, are contributing tremendously to the design flexibility of modern kitchens. And Thermador's Bilt-in Electric Fan Heater, the first of its kind, is banishing flues and vents, eliminating the need for costly central heating plants.

Says Thermador: "Uniformity, strength, and thermal durability are the most important factors in electrical resistance wire for heating elements. Nichrome and Nichrome V have consistently provided us with all of these. In addition, Driver-Harris have backed up their products with engineering help that has enabled us to apply them to best advantage."

Be guided by the example of Thermador—long-established progressive, West Coast manufacturer. If your suppliers are not already providing Nichrome heating elements in the appliances you handle, profit by asking them to do so. For Nichrome assures the top-level performance that wins consumer preference, retains customer satisfaction . . . builds business for you.





Thermador Electrical Manufacturing Co.'s Bilt-in Cooking Top, Bilt-in Oven, Bilt-in Fan Heater.



Nichrome is produced only by

Driver-Harris Company
HARRISON, NEW JERSEY
ANCHES: Chicago, Detroit, Cloveland, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario.



T.M. REG. U. S. PAT. OF

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

Look at Those Schoolboys Sell!

- CONTINUED FROM PAGE 75 -

actually sold for a well known store? Good will could be built for any store showing this personal interest in local high school boys. Coupled with the Mother's Day spirit, it was something to work on.

Selecting four students from those expressing an interest in the sales end of household appliances, Musburger's crew went to work nights. No pains were spared as each staff member coached his man to be the winner. Not only was it a friendly competition for the honor of coaching the winner, but commissions from resulting sales

The appliance dealer who thinks more of his golf game than he does of his business usually has an establishment way below par.

would be credited to the account of the seller's instructor. Thus, while on hand to help in any way to salvage any disappearing sales, if necessary, and to keep the young salesmen's spirits at high levels, the Mart's regular sales staff had a financial interest in the promotion's success.

Top man was Don Kuhne, who studied Universal, Betty Crocker, Dormeyer and Fryryte small appliances under the capable guidance of "White Magician" Bill Davis, who has received acclaim for his demonstrations of automatic laundries. Don Kuhne's "bettern'n three hundred dollars in sales volume" and first place in the vote counting caused Bill to feel pretty proud of "My boy, Don."

Hamilton Beach, Toastmaster and

Hamilton Beach, Toastmaster and Westinghouse small 'appliances received a thorough explanation at the hands and lips of Tim Cleary. Al Guidice, the Appliance Mart's chief salesman, did the honors and appreciated Tim's earning of second prize in both dollar volume and popularity as evidenced by the ballot box.

Third and fourth places, both dollar wise and ballot-wise, went to, respectively, Al Bielefield with Sunbeam and Jim Reynolds with General Electric appliances.

Lots of Possibilities

While last year's kids made no sales, the idea was so well accepted that Musburger improved on it this year. Allowing these boys to make actual sales will go far in developing an interest in salesmanship, as any sales manager knows. Thus, not only does The Appliance Mart have a \$1000 Saturday on traffic appliances but good will is strong in the community.

And we mustn't forget that traditions built around school year activities fill a large space in the hearts of alumni and students. "Salesman For A Day" can well become a loved tradition from more angles than one. Besides, Musburger knows where to look for future salesmen. End

There's nothing else like the brand-new

FRIGIDAIRE Filtra-matic ELECTRIC DRYER!



At last, a new kind of clothes dryer that has licked the two objections most housewives raised about dryers—bothersome lint and excess moisture! Licks dealers' problems, too, for there's no plumbing or venting needed—making installations a breeze in most homes.

Yes, the exciting new Frigidaire Filtra-matic Electric Dryer can be put *anywhere* . . . laundry, utility room, even the kitchen . . . and there'll never be any floating lint to cover

everything, or hot, steamy air to cloud the windows or to cause dripping walls and ceilings. Frigidaire's new Filtramatic Electric Dryer puts a permanent end to all these drying problems.

Only Frigidaire has the brand-new Filtra-matic Dryer! Only Frigidaire Dealers can sell them! What a selling advantage Frigidaire Dealers have... one of the many advantages of having a Frigidaire Franchise!

VARIABLE TEMPERATURE CONTROL

-lets you select from 3 different drying heats to suit any type of fabric.

NEW RADIANTUBE UNITS

--same type of fast, even heat units used on Frigidaire Electric Ranges. Completely sealed, safe and rustproof.

PORCELAIN-FINISHED DRUM

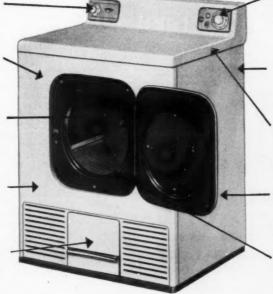
-positive protection against rust and corrosion. Smooth porcelain surface lets clothes tumble freely-reduces wear. Only Frigidaire has it!

PORCELAIN-FINISHED CABINET

-protects against moisture, rust, scratches, stains, soaps and bleaches. Only Frigidaire has it!

FILTRATOR

-filters out objectionable lint and moisture from exhaust air -before it enters room. Eliminates plumbing and duct-work. Only Frigidaire has it!



DRY-O-MATIC TIMER

—permits selection of any drying time up to 85 minutes. Dryer can be stopped to add or remove clothes without redialing. Only Frigidaire has it!

HEAVY INSULATION

-thick blanket of insulation around Dryer Drum holds heat inside for more economical operation. Room stays cooler, too.

OZONE LAMP

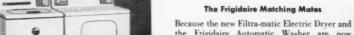
-stays on while Dryer operates. Combines with ever-changing air to give clothes fresh, "sunshine" smell.

FULL-OPENING DOOR

 permits easy loading from either side. Door swings out full 180 degrees, not down, to avoid scraped knees and shins.

SNAG-FREE LOADING

—edges of door opening are rounded and finished in satin-smooth Lifetime Porcelain. No rubberlined opening to hold or mark clean clothes.



the Frigidaire Automatic Washer are now "matching mates" they offer Frigidaire Dealers the extra opportunity of "matching sales." And for an unbeatable 3-way sales combination, add the Frigidaire Electric Ironer that completes the all-Frigidaire LEISURE LAUNDRY.

FRIGIDAIRE Appliances

Refrigeration and Air Conditioning Products





means bigger VOLUME



LIGHT



No steam or water. Enclosed heating element.

Portable Electric

Radiator

Consumes 1320 watts, A.C., D.C. Average operating cost, 2c per hour.

Delivers 4500 BTU an hour, equal to 18% sq. ft. of steam radiation. Begins heating immediately.

Write for details

CONCO ENGINEERING WORKS Division of H. D. Conkey & Company . Mendota 1, Illinois

SEE US AT THE HOUSEWARES SHOW **BABCOCK & PREUSS BOOTH 625-627**

by the time the hour is over the audience without realizing it has received very complete demonstration of these appliances. Mrs. Cooley wisely emphasizes the convenience of keeping leftovers and unusual items (such as father's cigars) in the freezer and of preparing crucial dishes for a company meal in advance, just touching on the more fundamental selling point of food savings, which after all is blazoned across the store windows and headlined in newspaper and direct-mail advertising. The program is kept entertaining and of interest to the housewife who may not own the particular appliances, while all the while impressing her with the desirability of possessing these conveniences.

No High Pressure

No effort is made to do direct sell-ing at these meetings. Wiseman is introduced some time during the program, usually when he pins an orchid on the woman who made the arrangements for the event. Marvin Kahan, publicity and advertising manager, is on hand to give friendly assistance. Usually a salesman is introduced when he is called upon to collect the cards for the drawings. After the buffet luncheon has been enjoyed an occasion is made to introduce the cooks from the lunch counter who were responsible for preparing the food. Attention is called to the restaurant in this way—a gesture which may result in later building up its patronge.

Fill Out Cards

Although no one is asked to listen to a sales pitch who does not specifically request one, members of the audience are told that any appliance they purchase may be credited to their club or charity, which will receive \$5 for its treasury. On the cards which they fill out for the prize drawings there is room for them to state any appliance on which they would like further information. Space is also provided on the detachable rear cover of the little notebook they are given for the names and addresses of friends who may be thinking of purchasing. A sale made through such a recommendation also credits the club to the amount of \$5. A surprisingly large number of the group fill out these portions of the cards—in fact, a check after a month or two of operation indicated that at least one out of seven in the audiences became an immediate active prospect for the store. The others have been exposed to the restaurant and store in a most friendly way and will undoubtedly help to build future business.

Salesman Follow-Up

After the luncheon is over, the visitors wander about the sales floor, where salesmen are ready to answer questions. Many who did not write down their interest on the card indicate it at this time and make definite appointments for a home call. The

salesman is instructed not to press selling, but of course if the customer shows an inclination to buy, there is no reason why the sale cannot be closed on the spot. Usually the actual selling is done through home followups, the salesman calling up those who have expressed a desire for more information and making a definite appointment. It is at this time that the customer interested in freezers, for instance, is told of the company's several food-freezer plans and is invited to attend the monthly special freezer meeting, where attendance is by invitation for prospects and new owners. Here a real sales pitch for freezers is made in the palatable form of a demonstration.

Follow-Up Demonstration

Once the appliance is sold, Mrs. Cooley makes an appointment with the new owner for a home follow-up demonstration. To this the house wife is asked to invite two friends. Two is considered better than more,

Always remember, you can never get ahead of a competitor by trying to get even with him!

as a larger group tends to get out of hand. Advice is given on purchase and packaging of food and its later preparation for the table, in the case freezers; on laundry methods, use of detergents or water softeners and care of the appliance for automatic washers, etc. Opportunity is frequently presented to lay the foundation for a second sale of related equipment. As the customer asks friends for the occasion who themselves may be interested in the equipment demonstrated, the list of prospects naturally grows rapidly.

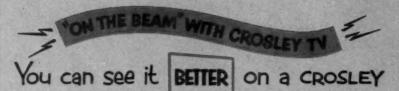
Expanding Plans

The food program of the store in all its aspects is yet young and many developments are already planned. In particular Mr. Wiseman hopes to develop more and more ways of tying in his restaurant with the store's activities. Right now he is experimenting with special breakfasts and ex-tremely good inexpensive dinners which bring in husband and wife together, giving her a chance to point out to the bill-payer of the family the appliance in which she is interested.

Emphasis on Food

But the fundamental interest of mankind in food is the lure which is utilized throughout the program. It is food which initially brings them into the store. Food preparation provides the entertainment and the basis of the selling talk, and, at least in the case of freezers, it is the food plan which clinches the sale. After all it is the fish's primary interest in worms which makes fishing profitable. End





What happened when Denver got TV?

CROSLEY RUSHED IN CARLOADS OF SETS: RAN STRONG LOCAL ADS TO BACK UP ITS DENVER DEALERS

Denver, Colorado When television came to Denver the last week in July, TV-hungry Denverites rushed to embrace it. They crowded into de-partment and appliance stores to look at sets and compare them.

And right there confusion began Customers were bewildered by the pseudo-technical claims of many TV makers.

Then along came Crosley with a simple, clear, understandable advertising campaign and Denverites took to Crosley sets as fast as they could be delivered. Here's what Crosley told the TV shoppers of Denver.

Crosley invited shoppers to make a simple side-by-side TV test. Shoppers were told, first, to turn on any other set in the store, to take time to adjust it carefully; then, to turn on a Crosley ... to notice the clear, steady picture they got immediately over the entire screen of the Crosley set—a picture with no fading and no fuzzy edges.

Crosley's simple side-by-side test convinced shopper after shopper that he could see it better on a Crosley.

Crosley's Training Program Prepared Trude for Consumer Questions

crossey prepared for the Denver TV campaign with the following 4-point merchandising program: (1) Careful selection of Crosley dealers to assure costomer satisfaction. (2) Well-organized sales-training program for dealers and salesmen. (3) Convincing advertising campaign in Denver newspapers, redio and TV. (4) Only children and the convertible of the co Crosley prepared for the Denver TV papers, radio and TV. (4) Quick ship-



These hard-selling Crosley ads were specially prepared for the Denver market.

ments to Crosley dealers.

ments to Crosley dealers.

Even before the first Crosley TV sets arrived, Crosley started its Denver advertising campaign. Radio spot commercials peppered the air waves 57 times a week with Crosley messages. Then, large-space Crosley als appeared in all Denver newspapers (see cut), followed by television commercials over Station KFEL, Channel 2.

Meanwhile, carloads of current-model Crosley television sets were

rushed in from Cincinnati to support dealers and fill orders. Production of more Crosley sets is now being speeded for Denver's nee

This is what happened when Denver got TV. Whenever and wherever new TV areas open up, Crosley plans to have organized training programs, consistent and convincing advertising (locally directed), and early shipments of sets. What Crosley dealers anywhere may need, Crosley will be ready to supply.



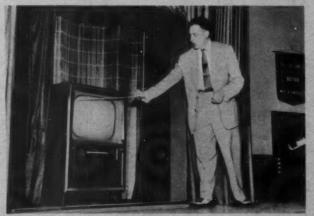
"Business is going to be good for the dealer who uses sound business practices. We are in a big, but highly competitive market. Dealers should carefully consider the smartest way to sell in the next five or ten years. Conditions are changing and we must change with them.

"Dealers should consider reducing their lines. It will not pay them to carry competing merchandise in the future. They haven't the time to do business with a lot of different com-

"Not only haven't they got time, but dealers haven't got the space, the money, or the organization to handle and sell competing prod-ucts. They should concentrate and learn a line well and sell 'hard' on

"Careful consideration should be given to their location and the time they keep their stores open so that they can better serve their customers. Good service is most important. Dealers should also be sure that they have a well-planned and continuous advertising and promotion program.

"Crosley stands ready to help dealers do all these things and make this a better business for all of us!"



Mr. J.T. Caviezel, Crosley's Kansas City Zone Manager for TV Sales, flew to Denver to help Crosley dealers capture a large share of the muskrooming TV market.

Send this coupon to Crosley (you'll be glad you did!)

Send in for full information on 1953 CROSLEY

Mr. E. W. Gaughan General Sales Mgr. for Electronics Crosley Div. AVCO Mfg. Corp. Cincinnati 25, Ohio

Please send me a full-line folder showing the new Crosley '53 line

Address

TVI

"ON THE BEAM"..... with CROSLEY TV

in Denver, the newest TV market? | SALESMAN—WINCHELL OR MAHONEY?

READ THESE ENTHUSIASTIC LETTERS FROM PROUD CROSLEY TV OWNERS

Mrs. Paul C. Conrad. 1361 Jackson St., Donver, Colo.



"We just couldn't wait for TV to come to Den-ver since my husband

Mrs. Waiter Mayer, Route 2, Pletteville, Colo

I didn't know a thing bout electronics, but about electronics, but do know furniture. When I saw Crosley's overly wood cabinet, it ust seemed the set must be a good one. My husband and I coked at a lot of sets before we picked Crosl hirty-five miles from tet the shows clear as a



WIN \$5
With Your Best Sales Story
"Because I've found the best
way to build sales is to build
confidence and good will. I
follow up every TV sale with
personal phone calls. Three
or four times during the first
year I call to sak how the set
is doing. My customers like
to know I'm still interested,
and they often give me leads
which result in more sales!
And I keep a record of every
phone call, so my mailing list
is up to date." Jerry Starman, 548 S. 62nd Street,
Phils. 43, Penma.

Send year stery to
"On the Beom," Createy
25, Cincinnosi

Mrs. Marice E. Selby, 972 South Roleigh, Benver, Cole



"We wanted a teler

1512 Steele Street, Denver,



Robert C. Starke. 3020 Gray Street, Benver, Colo.



"When we watch TV at other people's houses, they always seem to be adjusting the disla. They never get a chance to sit still and watch the show. I think the best thing about our Crosley is that once you tune it, it stays tuned."

"My folks have a Crosley, and are very happy with it. I compared Crosley with other brands and decided that you can really see it better on a Crosley."



What do they say about Crosley | WHO'S THE BEST CROSLEY TV



Jerry Mahoney, " AM" Paul Winchell, " AM'

Jerry: Now wait a minute! Who tells our television audience about Crosley's SHARPER, CLEARER PICTURES? I do. Who tells them Crosley's PICTURES ARE STRADIER? I do.

Paul: Hold it! Remember, I tell the folks Crosley sets VIRTUALLY RLIMI-NATE INTERFERENCE from electric appliances, passing autos.

Jerry: Let's face it, Paul-people want to hear me tell them how Croslev TV sets are AUTOMATICALLY IN POCUS ALL THE TIME.

Paul: But you always forget to tell them that Crosley TV owners needn't buy a new set when the new UHF stations come, because all Crosley sets HAVE PROVISION FOR UHF BUILT RIGHT IN! And you don't stress that every Crosley owner gets a FULL-YEAR WAR-RANTY ON BOTH CHASSIS PARTS AND PICTURE TUBE WITHOUT PAYING A PENNY MORE-even the Federal Excise Tax is included in the low Croslev price.

Jerry: Oh, but don't I tell them how all Crosley sets are FACTORY- AND PIELD-TESTED to get a perfect signal? Paul: Yes, but you forget to tell them about the beautiful, RICH WOOD CABI-NETS. Are you afraid that Crosley feature might give you a complex?

Jerry: Very funny, very funny. But at least we don't quarrel over one point, Paul. We both tell folks the most important feature, "YOU CAN SEE IT BETTER ON A CROSLEY TV."

Crosley's UHF Ultratuner best for consumers

More Economical, More Sensitive Ultratunes Can Be Easily Installed by Owner

Fill out this coupon and mail it to Crosley today!

You can sell them BETTER on a CONCIEY

Mr. E. W. Gaughan General Sales Mgr. for Electronics Crosley Div. AVCO Mfg. Corp. Cincinnati 25, Ohio

Please send me a full-line folder showing the new Crosley '53 line

Name	
Address	
City	State

The numerous advantages of Crosley's Ultratuner became even more apparent when a manufacturer of UHF strip tuners recently announced his retail list price.

UHF strips will cost \$13.96 each for every new UHF channel. That means buyers of strip UHF tuners may have to pay as much as \$55.80—plus installation—to receive just 4 new UHF channels!

Crosley's Ultratuner is listed for only \$39.96—and it receives all new UHF channels!

Other Crosley. Ultratuner advantages.

Other Crosley Ultratuner advantage include: It's 5 times more sensitive in reception than most strip tuners • It sacrifices none of the regular VHF channels • Owner can install it himself with a simple acrewdriver—no soldering connections needed • No realignment of set is necessary with Crosley's Ultratuner • Automatic antenna switching from VHF to UHF channels • this is an exclusive fleature with Crosley • Tunes just like a radio for fine tuning.

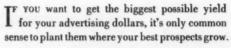
It stands to reason that Crosley's Ultratuner will receive clearer, sharper UHF pictures because it is not just a one-strip, one-channel gadget—it has its own tubes and circuitry—precision-engineered by Crosley!



verything Crosley's Distributor, the aybar Electric Company, told us about Crosley training program and its big







The fact is, 75% of all automatic washing machines are purchased by family groups earning from \$3,000 to \$10,000 a year. This same group buys 68% of the vacuum cleaners, 72% of the dishwashers, 65% of the home freezers.

Where do you find these people?

Of all the major weeklies, Collier's has the highest percentage of its circulation in this important income bracket.

Here are the figures:

Percentage of Circulation in \$3,000 to \$10,000 Group:

COLI	H	OR	'S											72%
														69%
The S	Sat	u	rd	ay	E	ve	en	in	g	Po	st		•	68%
Look	(1	Bi	we	eel	kly	y)								69%

Source: Stewart, Dougall Qualitative Survey

Collier's attracts, holds and moves these readers with an editorial program that's so vigorous and timely it's discussed, debated—and quoted more in newspapers—than that of any other weekly in the field.

Results prove that this kind of journalism moves products as well as people. That's why Collier's readers will buy over 200 million dollars' worth of electric appliances this year.

Know any better place to sow a crop of sales?

Collier's

The Crowell-Collier Publishing Company, 640 Fifth Avenue, New York 19, N. Y. Publishers of Collier's, The American Magazine, Woman's Home Companion



"The Real McKoy" Draws Real Crowds for Thor

Dealer!*

Salesman T. E. McKoy

*Barefoots & Jackson, Inc. Wilmington, N. C.



Most Powerful Sales Clincher Yet!

Thor 5-YEAR GUARANTEE

covering parts and labor!

Thor is the only manufacturer in the industry that offers a 5-Year Sealed Mechanism Guarantee that covers both parts and labor! It's made possible by famous Thor quality and long-lived performance that's built into every Thor Spinner and Thor Automatic Washer!





A skillful build-up helped In all newspaper ads, salesman T. E. McKoy's picture appeared, billed as a specially trained expert. Then McKoy himself conducted all Thor demonstrations. As suggested by Carolina Sales Corp. (Thor Distributor) Salesman J. M. Alexander, focal point for the promotion was the new Thor Automatic.



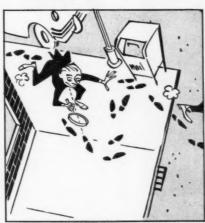
Washer demonstrations were put on in an attractive modern kitchen recently installed in quiet spot on second floor of store. Only 25 women at a time were permitted to watch demonstration of the new Thor Automatic. Better individual attention could thus be given each housewife.



At the conclusion of each demonstration, McKoy answered all queries from the women, gave each a full-size package of Lit Home Permanent as a reward for watching the demonstration. Each visitor was asked to fill out a card, giving her name and address, for later follow-up.



Some idea of the throngs that responded to this stunt may be gained from the fact that there were as many as two extra sections of women waiting their turn to see demonstrations. Making good use of this "captive audience," salesmen handed Thor sales literature to waiting women.



When the special promotion event was over, more than 600 women had witnessed demonstrations of the new Thor Automatic. Then came the follow-up. A force of five salesmen went hot on the trail of all 600 leads—in person and over the telephone.



The payoff? Within a few weeks, Barefoots & Jackson's delivery truck was kept busy delivering a record number of Thor Washers—Automatic as well as Spinner and Wringer models. 68 within a few short weeks! Yes, it pays to tie in with Thor Promotions!

\$25° REWARD for your successful Thor selling story!

Thor Franchise Dealers, Attention! Thor Corporation will pay \$25 each month, until further notice, for the most interesting and unusual stories of success in selling Thor Washers. If you have a story, we'd like to feature you. Just give the story to your Thor Distributor's Salesman—he'll handle the details from there on in.

Thorcorporation, Chicago 50, Illinois

Automatic, Spinner & Wringer Washers . Dryers

P. S. Here is Southern Division sales manager Frank Simpson handing Barefoots and Jackson a crisp \$25.00 for a Thor selling job well done. Thor would like to do the same for YOU. Send us your story soon!



LOOK

what PARAGON de-frost-it offers to boost CHRISTMAS sales

NEW Christmas window streamer — that pulls traffic in from the street

NEW Christmas string tags that help sell refrigerators

NEW Christmas ad mats, help you build "de-frost-it" interest in local newspapers

NEW Christmas tuck-in tags make extra sales while you make change

NEW Christmas counter cards that stop traffic convert prospects to sales

Traffic builder! Sales getter! Big Christmas profit maker! That's the Paragon "de-frost-it"! Clinch the Christmas business with these great new sales helps.

"De-frost-it" makes defrosting electric refrigerators simple, clean, worry-free . . . for only \$9.95. Completely automatic. Only "de-frost-it" comes equipped with safe refrigerator cord and plug. Nothing else to sell or stock. Just plug it in. Over a million satisfied users. Guaranteed by GOOD HOUSEKEEPING . . . listed by Underwriter's Laboratories . . . backed by Paragon.

And remember, only Paragon backs you with powerful, consistent national advertising. Over 7,000,000

messages — month after month. The kind of program you expect from a big-ticket national advertiser.

Cash in on the big swing to automatic defrosting. Boost sales. Sweeten profits. Display, feature and sell performance-proved, market-proved Paragon "de-frost-it".

12 .

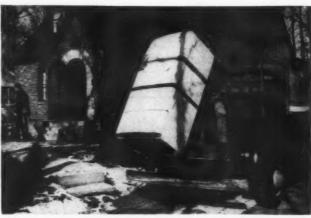
PARAGON

de-frost-it

See your distributor or write

PARAGON ELECTRIC COMPANY

World's largest exclusive manufacturer of time controls
1638 TWELFTH STREET • TWO RIVERS, WISCONSIN



MOVING the retrigerator of an old customer to his new home on the other side of town or to the next town is a good way to make sure that they get good installation and service from the appliance.

Moving Man

Harry K. Armstrong moves customers' refrigerators or TV sets when they move to new homes in order to build good will with both old and new customers

A^N elephant never forgets, they say, and the adage might be applied to Harry K. Armstrong, Armstrong's Electric Shoppe, New Holland, Ohio.

Armstrong promotes good will among his customers by promising to move their refrigerators or television sets when they move to a new home, in order to be sure that the appliance will continue to work properly. Naturally, it isn't possible to move a customer from Ohio to New York, but within his trade area, and unless great expense is involved, Armstrong never forgets the customer when he moves.

When a family is moving it gives Armstrong a good chance to meet the new tenant and get acquainted. Usually, within a week after he has moved the old customer, Armstrong makes a call on the new tenant. Sales aren't always made at that time, but when the customer is in the market, he is likely to remember Armstrong. The first full year he was in operation, Armstrong grossed about \$35,000. In 1950 and 1951, he went well over \$100,000. In a town of less than 1000 inhabitants, he would not have acquired such a good volume if it were not for the spreading of his "service" gospel. With 13,000 population in Washington Court House nine miles away; 30,000 in Chillicothe about 21 miles away; and 9,000 in Circleville almost 17 miles away, Armstrong has a potential of over 50,000 customers in addition to those in his own community and environs.

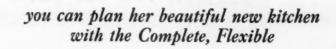
"It helps to have a good reputation for service," Armstrong says. That is why I want to move the appliance when a customer moves his household effects to a new home. I started that policy because I felt that service trouble might come up if a moving firm did not handle or reconnect the appliance properly.



FUTURE TENANTS also get a good looksee at what Armstrong does for his customers when they move into another home.

Christmas ales aids now

Even if she lives in a shoe...



MURRAY

KITCHEN LINE!

SEE the entire Murray Kitchen line at the Chicago Merchandise Mart,

Murray Exhibit 1124.

No matter how big or small, or how irregular in shape your customers' kitchens may be, you can easily plan beautiful new arrangements with the complete, flexible Murray Line! And Murray Kitchens have all the fine, high quality features that sell on sight. Rich-looking, rounded corners contribute to graceful design ... will never snag fingers or clothing. Sinks in 66", 54" and 42" sizes are finished with enduring acid and stain resistant porcelain enamel. Base Cabinets are topped with rugged Vinyl plastic in a choice of eight decorator colors. Wall Cabinets have sound-insulated doors, adjustable shelves! Be sure to get every detail. Write to us today!

Cabinet Sinks

Base Cabinets

Wall Cabinets

Sealers

Fillers

Sink Fronts

One of America's largest manufacturers of quality auto-body parts, from roofs to frames—for a quarter of a century . . . and of quality home appliances, from ranges to cabinets—for more than a decade!

No one makes kitchens like

THE MURRAY CORPORATION OF AMERICA . HOME APPLIANCE DIVISION . SCRANTON 2, PA.

LET THESE 9 LOVELL FEATURES

sell more dryers for you!

This great antapped dryer market is still waiting for you? Right now only 2.2% of America's wired homes have mechanical dryers—electric or gas. You can do something about it by moving in with Lovell—one of the pioneers in the dryer field, one of the first to develop and introduce a drying unit.

With the Lovell automatic drying unit, you'll be pulling in plenty of fat dryer profits. And with Lovell's 9 big selling features you'll have plenty to talk about! Use them today to build your sales . . . and your future!

- Single dial control provides:
 - (a) Automatic shut-off. No guessing at time. (b) Complete temperature range for any dryness or type of fabric.
- 2 New extra-large infrared element has three times more heating area, parifies clothes, dries them more gently.
- 3 Eusy-to-unload door is extra large, swings open all the way. Allows full visibility inside.
- 4 Eusy-to-clean lint trap.
- 5 Lint trap safety by-pass prevents clogging if user fails to empty trap.
- 6 Outdoor humidity-vent can be easily connected at rear, if desired.
- Vacuum drying system preheats air, costs less to operate. Reduces accumulation of lint inside dryer.
- 8 Air-cooled cobinet allows easy access for cleaning or repairs.
- Handy clean-out duct to remove bobby pins, sand, other small objects.

Lovell introduced a dryer more than 12 years ago; today Lovell makes tumble-type electric and gas drying units for APEX, BARTON, BRYANT, CONLON, DEXTER, DUCHESS, EASY, ODIN, ONE MINUTE, THOR, and others.





America's Newest Household Blessing

ELECTRIC DRYING UNITS
AND GAS DRYING COMPANY · ERIE, PA.

Also makers of famous Lovell Pressure Cleansing Wringers

Let every customer know that she can get her wash done quickest with a wringer washer and automatic dryer-and that the combination costs less than she thinks!

ELECTRICAL APPLIANCE NEWS

IEW PRODUCTS



ANNA A. NOONE



SERVEL Refrigerator

Servel, Inc., 119 N. Morton Ave., Evansville, Ind.

Model: Servel "Wonderbar" portable refrigerator.

Selling Features: Plastic cabinet available in 3 finishes-mahogany, blonde and white; modern styling; has nearly 2 cu. ft. storage capacity;



2 ice cube trays, a shelf for food and a removable plastic tray for snacks; door opens down from top and forms a bar area; removable legs and casters supplied at additional cost; absorption type freezing system; special voltages for use on boats and trailers also available.



TROPIC-AIRE Blanket

Tropic-Aire Inc. Subsidiary of McGraw Electric Co., Elgin, III.

Device: Tropic-Aire blanket. Selling Features: Patented new "Comfortrol" with sloping face provides visibility at all times; available in six colors: blue, rose, green, gold, green and red; new drawertype gift case and storage container provides easy access for customer; cellophane envelope enclosing top blanket fold keeps it clean at all times; drawer pull indicates blanket color; large easy-to-read dial indicates temperature setting at a glance and is featured as easy to set in dark by sight, sound and touch.

Available in three types, single bed, single control; double bed, single control and double bed with individual controls.



PRESTELINE Ranges

Presteline Appliance Div., Leeson Steel Products, Inc., 666 Lake Shore Dr., Chicago, 11, III.

Device: Presteline built-in range

Selling Features: Units consist of eve-level automatic oven for installation at height desired; has 17x17x 20 in. interior capacity, overall dimensions 22³ wide x 26¹2 in. high; bakes, broils, roasts; Broil-R-Roaster rack permits no-peek baking, eliminates basting and turning; highbaked porcelain interior has rounded corners; removable, rust-proof racks; bake element 3000 watts, broil 3000 watts; pre-heat 6000 watts. Fiberglas insulation; available with satin silver or velvet cop-per oven doors and control panels, dove gray porcelain frame. Oven frames are also available on custom basis in pink, green, blue or yellow pastel with matching cooking tops.



Customized cooking tops have self-contained, 2-element units which can be installed in any number and any grouping: each unit is 13½x22 in., with one 6-in., 1250 watt element, and one 8-in. 2100 watt element; 7-heat click position switches; finished in pastel gray por-

Remote control cooking tops are also available in stainless steel or copper; mounted flush to counter top with a standard Hudee rim; each cooking top equipped with switch panel of two 7-position switches which may be mounted wherever most convenient—on front of base cabinet, or raised high over back splash away from children's

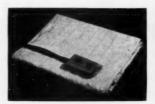


UNIVERSAL Air Conditioner

Universal Major Electric Appliance Co., Lima, Ohio.

Device: Universal room air conditioner.

Selling Features: Cools, dehumidifies, removes dust, eliminates offensive air and odors and shuts off noises; easily installed on window sill; finished in 2-tone mahogany baked synthetic enamel on "bonderized" steel; requires no water or plumbing; 3-way switch controls cooling, ventilating and off positions; quiet fan motors; individually adjusted louvres; condenser and compressor located outside room; 2 sizes: ½ h.p. and ½ h.p.; extends into room only 13½ in.



NORTHERN Sheet

Northern Electric Co., 5224 N. Kedzie Ave., Chicago, 25, 111.

Device: Northern electric sheet.

Selling Features: Full 70x84 in. double bed size; wired throughout with vinyl plastic; enclosed thermostat; has more wiring elements at bottom of sheet to give greater com-fort and warmer feet: 110-120 volt a.c. at 140 watts: 3 colors-white, rose and blue percale; available with single control, (No. 901), and with dual control (No. 902).



G-E Mixer

General Electric Co., Bridgeport, Conn.

Device: G-E portable mixer.

Selling Features: Weighs 3 lbs; adaptable for use in any part of kitchen; handy key-hole slot in bottom of appliance for easy wall storage; also fits easily into cabinet or drawer; can be used with one or two beaters depending on batter consistency; easy-to-wash beaters; mixer can be adjusted to high or low speed by finger-tip control; to h.p. motor; rubber-base guard, can be rested on edge of bowl without cracking or marring; special heel rest makes it possible to stand mixer same as an iron, letting drippings fall back into bowl.



HOTPOINT Dishwasher

Hotpoint Co., 5600 W. Taylor St., Chicago, 44, III.

Device: Hotpoint 27-in. undercounter automatic dishwasher No.

Selling Features: Pre-plumbed "Qui-Konect" model uses simplified drain unit that can be plumbed out either side of base, depending on which side of existing plumbing owner wants dishwasher installed; reduces installation costs up to 50 percent the manufacturer claims; contains all standard features of other Hotpoint dishwashers, including front opening, electric drying, single dial control, top power spray and double wash and rinse cycles.

Here's America's FASTEST

RCA



HERE'S WHY:

1. Survey after survey has shown that more people have owned, now own and want to own RCA Victor than any other make of television.

2. The most powerful advertising campaign in the history of the industry (launched in July) saturated every market with the terrific sales story on the great new RCA Victor lines.

3. RCA Victor sets are not only factory-tested and field-tested—but family-tested, using information from RCA Service Company records, the most extensive performance records in the industry!



RCA Victor Shelley (Model 17T200)

The sensational price leader in this new lowpriced line! Full RCA Victor 17-inch quality television. Modern cabinet in lustrous ebony finish. Matching stand extra.

\$199⁹⁵

Including Federal Excise Tax and full-year warranty on nicture tube.



RCAVictor Lambert (Model 217208). Cabinet anished in walnut, mahogany or blond (slightly higher). \$279.95. With matching consolette base (Model 217208EN).

\$299.95

All prices shown are suggested list prices, subject to change without notice and to Government Price Ceiling Regulations. Prices slightly higher in far West and South.



What it is: A television engineer "monitors" the signal output from the studio cameras—adjusting for the clearest, strongest pictures. "Magic Monitor"—RCA Victor's new system of electronic circuits—does the same thing automatically in the TV set, bringing in the finest pictures possible. It acts like an engineer right inside the set! And it's all in new RCA Victor television instruments!

What it does:

- Screens out static . . . AUTOMATICALLY. Includes a double-shielded tuner and completely shielded chassis which filter out interference caused by airplanes, automobiles and electric appliances.
- 2. Steps up power . . . AUTOMATICALLY. Amplifies weak signals . . . holds picture brightness constant.
- 3 When the set is adjusted for the clearest picture, the best sound is obtained . . . AUTOMATICALLY.

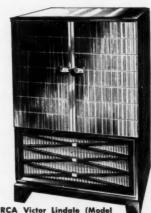
MOVING-Television Line VICTOR

- **4.** Cabinet styles of *proven* popularity to fit any home, any décor, any budget! And there's no extra charge for the favorite finish—mahogany!
- **5.** At your service—the vast facilities of the RCA Service Company—the most successful TV servicing plan in America!

So—check your RCA Victor distributor on delivery dates NOW... stock up with the sets your customers want—the sets they're pre-sold on—for faster, more profitable TV sales!



RCA Victor Brookfield (Model 217217). New furniture—front cabinet. "Golden Throat" tone system. Mahogany, walnut finish, blond slightly extra....\$339.50



21727). A new style-leader in 21-inch television. Mahogany or walnut finishes. Also blond, slightly extra......\$389.50

For the ultimate in television today

RCA VICTOR Television Deluxe

- Filling out the top end of the greatest new RCA Victor television line-up in history, these two sets are the ultimate in the electronic industry today.
- They are designed, assembled and finished with the finest material and craftsmanship available in America today.
- They have extra tubes and extra components for allround extra performance.
- They are specially engineered for areas with high interference and tough "fringe" reception.
- \bullet The fine cabinetry is designed for the most discriminating tastes.

At your service—the vast facilities of the RCA Service Company.



RCA Victor Ainsworth (Model 177261DE). For clearer pictures in these tough reception areas. Finished in mahogany and walnut. (Blond extra.) \$339.50



Every year more people buy

RCAVICTOR

than any other television





REVCO Freezer

Revco, Inc., Deerfield, Mich

Device: Revco upright "Kitchen-eered" freezer No. UF-113.

Selling Features: Over 11 cu. ft. capacity, holds 385 lb. food; 3 permanent shelves; 2 sliding baskets, each with 24 lb. capacity and equipped with rollers for easy pullout; removable, adjustable shelf provides convenient storage, can be moved up or down to 5 different positions or removed entirely; 1piece cabinet, wrap-around construction; stain-resisting porcelain inner liner, rounded corners; plastic trim which seals and insulates, and bridges door openings; extra-density glass fiber insulation; streamline door with seal-tight latch; hermetically sealed condenser; ‡ h.p. unit operates on 110-120 volts a.c.; F-22 Freon refrigerant; adjustable floorglides for leveling on uneven surfaces; white baked-enamel finish.



DEEPFREEZE Ranges

Deepfreeze Appliance Div., Motor Products Corp., North Chicago, III.

Models: Two new Deepfreeze ranges, RE-4 and RD-5 have been added to line.

Selling Features: Both are deluxe, 40-in. models: RE-3, double-oven model has a 1-piece divided cooking top with center service area; control panel has full-length fluorescent light to illuminate entire cooking area; a timed appliance outlet, an electric clock, and an oven timer. Pilot lights under each switch indicate units in operation; 4 fast-heating Monotube units include 1 giant-size and 3 utility size units; unit under deepwell cooker automatically raises to surface when cooker is removed.

A full banquet-sized oven-broiler and an economy size oven-broiler have picture-view windows; black porcelain lining; 4 non-tilt oven

NEW PRODUCTS

racks with safety stops; insulated doors; smokeless broiler pan with reversible rack and an interior light.

RD-4, single oven model, similar to RE-4 in size and style with warmer drawer instead of utility oven; 6 qt. deepwell cooker. Both models insulated with Fi

berglas on all 6 sides of oven.



MODERN MAID Range

Tennessee Stove Wks., Chattanooga, 1, Tenn.

Device: Modern Maid apartment size range No. 202.

Selling Features: Porcelain enameled frame welded at one unit; lamp for lighting range top mounted on backguard; Chromalox "Supreme" units have 2 separate controlled coils and 7 different heats; triangular rods expose maximum surface to cooking utensil; easy-to-clean re-movable reflector pan; 1 giant, 2100 watt unit; 3 standard 1250 watt units. Oven heat control has automatic preheat selector which turns on bake and broil elements for fast preheating, when oven is ready, preheat button snaps out audibly. cutting off upper element and maintaining correct temperature with lower element; broiling unit, 3000 watts; bake, 2400 watts; 2-nontilt oven racks; 1-piece wrap-around oven insulated with Fiberglas; built-in oven door-stop for broiler; porcelain enamel broiler pan; storage drawer; white, acid resistant Titanium porcelain enamel finish.



PRONTOPOP Corn Popper

Associated Sales, 6 No. Superior St., Toledo, 4, O.

Device: Prontopop conventional popper-cooker, companion to "Multipop" repeating automatic corn

Selling Features: Produces one 3-qt. bowl of popcorn with each loading,

400-watts, a.c.-d.c.; heavy gauge aluminum; popping bowl anodized in attractive colors; cool molded plastic handles; highly polished



WESTINGHOUSE Refrigerator

Westinghouse Electric Corp., Mansfield, O.

Model: Westinghouse refrigerator No. DD-9.

Selling Features: Full-width freezer chest freezes and stores 46 lbs. food; has full-width storage tray that holds over 100 ice cubes and 3 14cube Handiout trays; sliding drawer type meat keeper of anodized aluminum holds 16 lbs meat; 2 anodized aluminum Humidrawers hold ½ bu.; door shelves provide storage for small packages and beverage bottles; top shelf has special guard for tall bottles; handy egg shelf on door, removable for easy cleaning. Special set of Hall china refrigerator dishes including a water pitcher, 2 dishes, 4 oven proof casseroles included with refrigerator.



QUIET KOOL Air Conditioner

Quiet Kool Air Conditioner Div., Quiet Heet Mfg. Co., 135 N.J.R.R. Ave., Newark, 5, N. J.

Device: New } h.p. "install-it-yourself" room air conditioner, No. G3A.

Selling Features: New design resulted in the balancing of main weight of air conditioner on window sill proper; projects only 9-in. into room and does not extend outside the normal building line; comes complete with accessory installation kit and can be installed by practically anyone in about 30 min.: 115 volts a.c.; has cooling capacity for bedrooms up to 350 sq. ft.; and rooms up to 230 sq. ft. if used night and day; instruction sheet for easy 5-step plan of installation included in package.

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Variety breads can

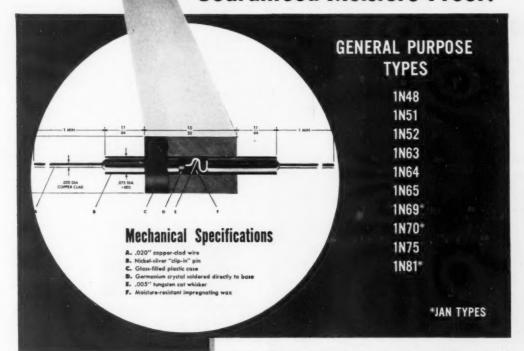
be toasted easier

in General Mills Automatic Toaster

because it POPS UP

ACTUAL SIZE

New CBS-HYTRON Germanium Diodes Guaranteed Moisture-Proof!



WHY CBS-HYTRON GERMANIUM DIODES ARE BETTER RECTIFIERS

- MOISTURE-PROOF . . . eliminates humidity and contamination problems
- SELF-HEALING . . . self-recuperating from temporary overloads
- 3. SUBMINIATURIZED . . . only ½ inch long, ¼ inch in diameter
- SOLDERED WAFER . . . omission of plating eliminates flaking
- LOW SHUNT CAPACITY . . . 0.8 μμfd average
- 6. SELF-INSULATING CASE . . . mounts as easily as a resistor
- 7. EXCEPTIONAL LIFE . . . 10,000 hours minimum under rated conditions
- 8. NO FILAMENTS . . . low drain, no hum

Vital germanium wafer in a CBS-Hytron diode is guaranteed moisture-proof. Sealed against deadly moisture . . . fumes . . . and contamination, a CBS-Hytron diode keeps moisture where it belongs . . . out! First, by a chemically and electrically inert impregnating wax. Second, by a glass-filled phenolic case. With moisture-proof CBS-Hytron germanium diodes, you can be sure of maximum trouble-free life.

Superior techniques also permit CBS-Hytron to omit plating of the germanium wafer. Soldering is directly to the base, Thus flaking is eliminated and quality improved. Universal design of CBS-Hytron diodes follows Joint Army-Navy specifications. "Clip-in" feature gives you versatility, ruggedness, and electrical stability. Flexible pigtails of copper-clad steel welded into sturdy nickel pins also insure you against damage by soldering heat.

Check the eight important-to-you reasons why CBS-Hytron moisture-proof germanium diodes are better rectifiers. Send today for complete data and interchangeability sheets. Specify CBS-Hytron guaranteed moisture-proof diodes for superior, trouble-free operation.



A DIVISION OF COLUMBIA BROADCASTING SYSTEM, INC.

SALEM, MASSACHUSETTS

Your customers

don't need oil wells...
to buy these appliances!



You don't have to lose sales just because customers think "big name" merchandise is priced too high! Get their business with Son-Chief. Nationally known and recognized for top value. Smartly designed, built for performance, priced for turnover, the Son-Chief line is your best bet for a supplementary line. Investigate!

OFFER THE COMPLETE LINE OF DEPENDABLE SON-CHIEF APPLIANCES



Son-Chief Pep Up Teaster #622 San-Chief Automatic Iron #334

No. 688-17 Speed-Master Teaster No. 9190 Combination Grill & Waffle from Son-Chief Automatic from #3925M

See-Chief Teaster # 600A

BUYING A BIG NAME OR A BIG VALUE?

Compare the Magic Maid Automatic Pop-up Toaster with any of your top-priced models, feature for feature. Luxury styling, gleaming chromium, engraved sides, toast color control, hinged crumb tray, guaranteed performance, automatic shut off . . . it's got them all, yet costs \$5 to \$8 less! Magic Maid sells where others won't, gives you quick turnover, full markup, high profits. See it now!



SON-CHIEF Electrics Inc.

WINSTED, CONNECTICUT

NEW PRODUCTS



AIR-FLO Dryers

National Engineering & Mfg. Co., Kansas City, Mo.

Device: Air-Flo automatic, portable clothes dryers Nos. D110- and D220.

Selling Features: Both models are portable; D110 can be plugged into any 110 volts appliance outlet; fan forces 1700 cu. ft. air through clothes every minute; dries 10 lb. washer load for about one cent by using fan alone; by switching on heating coils drying time can be reduced to as little as 30-min.; Model D110, 1650-watts, can be converted to 220 volt; dryer can also be used as room circulator, room heater, clothes hamper and hair dryer, the manufacturer claims. D220 has 4650 watt capacity.



NUTONE Door Chimes

NuTone Inc., Madison & Red Bank Rds., Cincinnati, 27, O.

Models: 10 new NuTone door chimes ranging from small 2-note chimes to large models which sound 8 Westminster chime tones.

Selling Features: "Jewel" Colonial, with modern styling has 1-piece cast walnut finish cover with 2 satin finish brass tubes; 7-in. wide, 9-in. high; can be wired with 2-notes for front and 1-note for rear door.

"Leader" has plastic cover in white with chrome ornament or ivory with polished brass ornament, 7 in. wide, 4½ high and 2½ deep; weighs 1½ lbs.; for front and back doors.

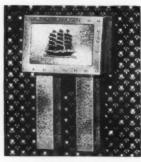
"Regal" long tube chime, has ivory plastic cover, gold finished fluted center. 2 satin brass tubes which house a noiseless, enclosed power unit-for front and rear doors; weighs 3½ lbs.

"Majestic" has plastic ivory case

"Majestic" has plastic ivory case with gold finish grille; satin brass 1½ in. tubes; small lamp inside housing serves as night light; 8 Westminster notes sounded by Telechron mechanism. Number of tones can be changed from 8 to 4 by a selector switch; can be wired to 3 doors with different signal single note sound for second and third doors;

volume control and tone adjustment bracket for each tube.

ment bracket for each tube.
"Continental" French Provincial
design; brass ornament on grained
walnut cover; 3 long satin brass
tubes; can be wired for two doors.



"Hacienda" hammered copper model designed for ranch-type homes has hammered copper face and square tubes.

"Jefferson", a colonial hall clock with 18-note Westminster chime; hand-rubbed mahogany veneer case contains' self-starting Telechron hall clock and chime; both operate on 24-volt transformer; clock dial matches 4 brass tubes and a selector switch permits use of 4 or 8 notes; has volume control plus tone adjustment bracket for each tube.

"Century" clock-chime combination, modern design, has 8-note Westminster chimes; contemporary styled limed-oak cabinet, self-starting Telechron clock; clock and chimes operate on 24-volt transformer; selector switch permits selection of 8 or 4 notes.

A 2-in-1 kitchen clock and door chime combination in white or red plastic has a self-starting electric clock movement; plugs into any 115-volt a.c. wall outlet; chrome chime tubes; easy-to-read dial; chime unit operates on 10 to 16-volt transformer; weighs 44 lbs.



NECCHI Sewing Machines

Necchi Sewing Machine Sales Corp., 164 W. 25th St., New York, 1, N. Y.

Device: A new straight-stitch portable and 2 new console cabinets.
Selling Features: Straight stitch model has streamlined head, fingertip dropfeed control; controlled upper tension.

Space-saver consoles fit into any furniture arrangement; accessory drawers and leaves which open up; cabinets in walnut or mahogany.



Ozzie and Harriet Triple the Sales Impact Hotpoint Dealers

RANGES . REFRIGERATORS . DISHWASHERS . DISPOSALLS. . WATER HEATERS . FOOD FREEZERS . CABINETS

Starting early in October, Hotpoint launches its great new coastto-coast television and radio show— "The Adventures of Ozzie and Harriet," starring America's most beloved family.



To further broaden the extraordinary acceptance already developed for Hotpoint products, Hotpoint happily announces that beginning Friday, October 3rd, the Nelson family, Ozzie, Harriet, Ricky and David, will join hands with Hotpoint dealers to sell Hotpoint products on television and radio.

Every week the Nelsons will alternate between television and radio to bring America the finest

of homespun entertainment—as only the Nelsons can do it. During the many years the Nelsons have been on the air, they have built a nation-wide following among all those who enjoy wholesome entertainment for the entire family.



Their amusing dramatizations of incidents common to most American families have brought them outstanding recognition as "the family next door." Their success in maintaining their program at the "average family" level has won the hearts of millions.

The Nelsons will be heard over the entire American Broadcasting Company radio network of 320

stations, reaching 41,237,000 homes—or 96% of all U. S. families. Television time has been ordered in every U. S. city having a television station. Time is being cleared and stations will be added to the original television network just as quickly as time arrangements can be made. Most of the stations have been cleared.

Ozzie and Harriet's first Hotpoint program will be seen on **television**October 3rd at 8:00 P.M. E.S.T. The following Friday, October 10th, the
program will be on **radio** at 9:00 P.M. E.S.T. and will be heard on radio

at the same hour on alternating Fridays thereafter. One week on television—
the next on radio. Be sure to consult your local newspaper for the time and station for both the radio and television programs in your area.

To identify your store with the program, a completely coordinated merchandising package will be furnished you. Take full advantage of the merchandising values offered you in this program by tying in with it from the very beginning.

A plan book will be sent you which will describe all the material and tell you how to use it.



If you are not already an Ozzie and Harriet Nelson fan, it will be easy to get the habit. Here is entertainment at its best for the entire family. Don't miss any of these programs and encourage your trade to listen to them. You will want to be able to discuss each episode with your customers. Ozzie and Harriet will be helping you sell Hotpoint products. Here again, is another plus that has made the Hotpoint Franchise the Foremost Franchise in the Industry.

Remember to check

your local newspaper for the time and station for both the radio and television programs in your area. OZZIE, HARRIET, RICKY AND DAVID NELSON, AMERICA'S MOST BELOVED THEATRICAL FAMILY, JOIN HOTPOINT DEALERS TO SELL HOTPOINT PRODUCTS.



AUTOMATIC WASHERS . CLOTHES DRYERS . ROTARY IRONERS

(A Division of General Electric Company)
5600 West Taylor Street Chicago 44, Illinois

Jefferson Jolden Hour. Lelectric clock



SALES PROVED your FASTEST MOVING Christmas GIFT Clock

Be ready when shoppers come looking for "something unusual . . . in perfect taste." The exquisite "Golden Hour" with its floating hands in a crystal-clear dial is a sell-on-sight item with universal appeal. Just ask any dealer who featured it last year. Naturally, because it is so popular, you can expect to be offered inferior imitations. So be sure you get the original Jefferson "Golden Hour" . . . with 24 karat gold plated base and ring . . . with a record of accuracy and dependability . . . with proved sales appeal!

CALL YOUR WHOLESALER

JEFFERSON ELECTRIC CO. BELLWOOD . ILLINOIS

NEW PRODUCTS



JORDON Freezer

Jordon Refrigerator Co., Inc., 58th & Gray Ave., Philadelphia, Pa.

Model: Jordon "Hostess" upright home freezer No. UF-13.

Selling Features: Holds approximately 450 lbs; frozen foods; features slim, space-saving design of Jordon "20"; white baked enamel on bonderized surface; "Utilifreez" shelf—a half shelf near top of freezer adds convenience for storing small, irregular packages and extra Freezplate storage; \(\frac{1}{2}\) h.p. hermetic unit has slide-out tracks for easy inspection and service; Freezplate shelves provide positive low temperature control; lock-type hardware; panelyte breaker strips around door; extra-heavy rubber door gasket prevents cold seepage; Fiberglas insulation.



WESTINGHOUSE Electric Sheets

Westinghouse Electric Corp., Mansfield, O.

Device: Westinghouse electric sheet with Rosebud pattern.

Selling Features: Newly designed sheet, companion to 3 pastel sheets now in the line; mercerized broad-cloth; 70-in. wide, 84-in. long; has warming area 54x70 in.; can also be used on twin bed; 7-in. nonheated area at foot end allows for tuck-in; available with dual or single control; gold finish ornamental powder box design control maintains uniform warmth as selected; single control maintains pre-selected warmth over entire warmed area; dual control permits individual warmth selection for each half of sheet; neon signal light glows when switch is turned on; control dial is index-marked for wide range of warmth selections; special copper allov, helically wound element wires

on rayon cord; all electrical parts insulated and sealed with waterproof plastic coating for easy washing; protection provided by small bimetal type thermostats built into circuit; 115 volt, a.c.; rose, green and blue; packaged in gift box; control can be placed on night stand or in special metal hanger that clips to side rail or headboard of bed.



WESTINGHOUSE Range

Westinghouse Electric Corp., Mansfield, O.

Device: Westinghouse double oven range No. CC-774, President.

Selling Features: Features Super Corox surface unit that gets red hot in 30-secs for fast start cooking operations; 3 other Corox units— 6-in., and two 8-in. models also included; large Miracle Oven with Fiberglas heat guard seal permits baking on any rack position; second, slightly smaller oven, also has heat guard seal, provides for extra baking, roasting and broiling capacity, operates independently of larger oven, permits use of both ovens at different temperatures simultaneously; simplified cooking controls on back panel feature single dial oven controls, Tel-A-Glance sur-face controls; built-in timer automatically starts and stops cooking in large oven at pre-set time; appliance outlet can also be controlled through timer.

Other features include 2 utensil storage drawers with nylon rollers; broiler pan with aluminum grid.



MR. BLISTER Paint Remover

The B & L Tool & Machine Co., Plainville, Conn.

Device: Mr. Blister paint remover. Selling Features: Removes paint from flat, curved or irregular surfaces, can be used indoors or out; equally effective on wallpaper and putty; 110-volts, 600 watts; a.c. or d.c. new counter or window display with die cut receptacle for inserting plug also available.

ALUMINUM makes the difference in APPLIANCE SALES!



TAKE ADVANTAGE OF <u>ALUMINUM</u> ADVANTAGES

— SELL THESE ALUMINUM PARTS

IN YOUR WASHING MACHINES!

- 11. Constitutions, the decimal of great of the singularity

ALUMINUM FEATURES MEAN MORE PROFIT...

More Sales For You!

More Value For Your Customer!

SELL THE ALUMINUM FEATURES...

Aluminum Helps Make The Sale!

Not only Washing Machines, but Refrigerators... Home Freezers...Ranges...all appliances can be sold easier, faster, with more confidence by pointing out the aluminum features and pointing up your sales!



Whether it's a wringer, spin dryer or automatic machine, chances are one or more of the following aluminum features can be used to strengthen your sales story...

Aluminum wringer housings are strong, easy-to-clean and won't rust or stain wringer rolls.

Aluminum tub covers are light and easy for women to handle. Plenty strong, too, and they won't rust or stain.

Aluminum tubs (and spinner baskets)—with or without an anodic finish—are chip-proof, stain-proof

 Aluminum agitators are light in weight, yet strong and won't crack or warp.

Aluminum gear cases, gears, pump perts and structured members reduce weight without sacrificing strength, and assure long, trouble-free life with minimum care and maintenance.

Aluminum refers and heasings of seeled moters and eluminum wiring are other features that help reduce washing machine cost, maintenance and weight.

NOTE: Remember, too, that lightweight, strong aluminum in automatic washing machines cuts down on vibration—an important sales point to use in your selling talk.

















REYNOLDS ALUMINUM

DISTRIBUTORS:

Planning to take on a new line of home freezers



Look into

Here is the most complete freezer line on the market Here is the most complete freezer line on the market today. There's a model, a size, a type for any customer.

. for every customer. What's more, Wilson Freezers have the features, the quality, the dependability...

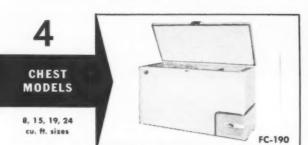
AND THE PRICE... to make sales easy.

Look into Wilson. Learn why Wilson Dealers and Distributors say their Wilson Franchise is the most valuable thing the new town. A few wholesele Distributors there were a few wholesele Distributors.

valuable thing they own. A few wholesale Distributor Franchises are still available.

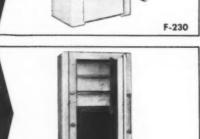
For complete details and availabilities in your area, write, wire or phone.

WILSON REFRIGERATION, INC. 102 Glenwood Ave., Smyrna, Delaware



SELF CONTAINED UPRIGHT MODELS

> 18, 23, 30 cu. ft. sizes



30, 60, 90 cu. ft. sizes

HOME FREEZERS

SECTIONAL

EXPANDABLE

MODELS

FARM MILK COOLERS

FD-301

COMMERCIAL REFRIGERATION

NEW PRODUCTS



BEAL Polisher Attachment

Beal Speed Polisher Inc., Portland, Ore.

Device: Beal speed polisher attachment for use on tank or canister type cleaners.

Selling Features: Utilizes the stream of air from cleaner to turn a turbine type mechanism; easily at-tached to cleaner; will polish in corners and close to walls; plastic bumper to protect furniture and walls; 7-in. brush with Tampico bristles, hand tied with brass wire; not affected by water, soap or solvents; 2 moving parts; lubricated for life; die-cast aluminum.



LAKESIDE Cart

Lakeside Mfg. Co., 1982 S. Allis St., Milwaukee, Wis.

Device: Lakeside "Hot Top" cart. Selling Features: Stainless steel utiltity cart with 420 watt heating unit built-in to 15x24 in. top shelf; thermostat control; signal light; 110 volts a.c.; suitable for use as a food warmer, plate warmer, heated serving table, cooking aid for raising dough or thawing frozen foods etc.



PINCOR Sno-Mover

Pioneer-Gen-E Motor Corp.

Device: Pincor Sno-Mover. Selling Features: Works efficiently on wet or dry snow in drifts up to 24 in. deep; will cut a path 15 in. wide through drift of wet or dry snow up to 24 in. deep; powered by a 2 hp., 4 cycle gas engine; works on principle of de-aeriation— as it gathers in snow, it throws it out in fine white mist, reduced in volume content; throws and blows snow from 3 to 30 ft. to right or left as desired.



WORCESTER Mower

Worcester Lawn Mower Co., Div. Savage Arms Corp., Utica, N. Y.

Device: Worcester rotary mower, No. 810.

Selling Features: Full 20-in. cutting width, stamped-steel frame; powered by type Briggs & Stratton 6S engine, & h.p.; 1-piece spring-steel blade, "sta-temp" hardened and protected from damage by belt drive and slip-joint type fastening.



WINCO Generator

Wincharger Corp., E. 7th & Division Sts., Sioux City, 2, Iowa

Model: No. 4500 engine-generator. Selling Features: Designed for full output at 115 volts, 60 cycles a.c. has motor starting capacity of 4500 watts sufficient to start and run motors up to 1½ hp; 3000-watt intermittent rating and 2500-watt continuous; operates many portable tools; Klixon thermostatic cut-out switches with manual reset, protect generator from overload and overheating; cast iron outlet box on top of generator provides a voltmeter.

Available with standard tubular cradle base, or "Speedy-Shift" port-able base attachment consisting of a single handle and semi-pneumatic rubber tired wheels; "Speedy-Shift" can be attached in few minutes to standard cradle base and is easily removed; B&S No. 23, or Wisconsin No. AEN 4-cycle engine.

The SELECTIVE

Du Mont Dealer Franchise

is More Valuable Than Ever Today!

Veteran Du Mont dealers who have made substantial profits for years now enjoy another great opportunity. See all these benefits of the Du Mont Franchise!

New "Step-up" Pricing for 16 great models, from \$199.95 to \$1,795.00!

Extra-Quality Features at Every Price! Only Du Mont offers such a great combination of features - which makes every model an outstanding value.

Du Mont Introduces "PROOF YOU CAN SEE!" Powerful advertising continues to build widespread consumer acceptance for Du Mont.

Better Discounts, Better Profits! Du Mont discounts are for the first time competitive with all leading makes!

Selective Dealerships! The Du Mont Franchise protects your business future!

Customer Satisfaction! Du Mont quality results in minimum servicing. Your sales stay sold!

DuMont Prestige identifies you as a leader in the television industry. People are proud to own famous

DuMont Engineering Leadership! DuMont . . . pioneer for 21 years . . . now brings you the trade's outstanding value at attractive prices.

Ask your Du Mont distributor for full details or write: Teleset Division, Allen B. Du Mont Laboratories, Inc., East Paterson, New Jersey





Du Mont RIDGEWOOD



Du Mont de Luxe SOMERSET



Du Mont CLINTON



SEE MAJOR LEAGUE FOOTBALL AT THE STADIUM. IF YOU CAN'T, THEN SEE IT ON DU MONT TELEVISIONI

Proof you can See IS PROOF YOU CAN SELL!

Better pictures . . . finer cabinets . . . a great price range! Made by specialists in television!

First with the Finest in Television.

NOW SELL 16 GREAT NEW DUMONTS PRICED FROM \$19995 to \$1,79500°

Du Mont CLINTON

17-inch rectangular Du Mont tube, All-wood cabinet, Modern Plextone finish in bracken brown or blond. Built-in antenna. \$199\$

Du Mont MILFORD

21-inch rectangular Du Mont tube. Contemporary cabinet of mahogany or limed oak veneers. Built-in antenna. \$279*5

Du Mont de Luxe DEVON

17-inch rectangular Du Mont tube. Plug-in for record player, Mahogany or limed oak

Du Mont BEVERLY

21-inch rectangular Du Mont tube. Modern cabinet of fine mahogany or limed oak veneers. Built-in antenna. 334985

Du Mont RIDGEWOOD

21-inch rectangular Du Mont tube. Modern cabinet of fine mahogany or limed oak veneers. Built-in antenna. \$37500

Du Mont WAKEFIELD

21-inch rectangular Du Mont tube. Contemporary cabinet of fine mahogany or limed oak veneers. Built-in antenna. \$3898

Du Mont SHELBURNE

21-inch rectangular Du Mont tube. Period cabinet of fine mahogany veneers. Built-in antenna. \$3995

21-inch rectangular Du Mont tube. Plug-in for record player. Cabinet of fine mahogany veneers. \$439*5

Du Mont de Luxe BANBURY

21-inch rectangular Du Mont tube. Plug-in for record player. Fine mahogany or limed oak veneers. Also limed oak with raffia panels. 43395

21-inch rectangular Du Mont tube. Drawer for optional record player. Fine veneers in mahogany or blond. \$449*5

Du Mont de Luxe NEWBURY

21-inch rectangular Du Mont tube. Drawer for optional record player. Fine mahogany or limed oak veneers. *45985 Du Mont de Luxe WIMBLEDON

21-inch rectangular Du Mont tube. Plug-in for record player. Cabinet of fine mahogany veneers. \$47905

Du Mont de Luxe WHITEHALL, Series II Series II

21-inch rectangular Du Mont tube. Plug-in for record player. Cabinet of fine mahogany

Du Mont de Luxe DYNASTY 21-inch rectangular Du Mont tube. Cabinet of fine mahogany veneers. Drawer for optional record player. \$49993 gular Du Mont tupe. Captional veneers. Drawer for optional \$49995

Du Mont de Luxe FLANDERS

21-inch rectangular Du Mont tube. Plug-in for record player. French Provincial cabinet of fine fruitwood finish. \$549*3

Du Mont de Luxe ROYAL SOVEREIGN

30-inch direct-view Du Mont tube . . . world's largest. Built-in FM radio. Plug-in for record player. Traditional console. Hand-rubbed mahogany finish. \$179500

All prices are suggested retail, subject to change. No extra charge for Farranty and Federal Excise Tax. Prices slightly higher in the Fest and South. Limed oak or blond model prices slightly higher than shown.



In Chicago, it takes 2.to drive the bargain

BECAUSE . . . Chicago has outgrown the power of any single daily newspaper to reach even half of your city and suburban prospects.*

Today it takes two daily newspapers to reach a majority of the market-and for MOST net unduplicated coverage, one of your two MUST be The Chicago SUN-TIMES!

*See your copy of the independent Publication Research Service study, "Chicago Daily Newspaper Coverage and Duplication, 1951," or write us for details.



CHICAGO Chicago Sun-Times 211 W. Wacker Drive

SAN FRANCISCO Sawyer-Ferguson-Walker Co. 1213 Russ Bldg.

NEW YORK Chicago Sun-Times 250 Park Avenue

> MIAMI BEACH Hal Winter Company 9049 Emerson Ave.

LOS ANGELES Sawyer-Ferguson-Walker Co. 612 So. Flower St.

ATLANTA Sawyer-Ferguson-Walker Co. 821-822 William Oliver Bldg.

Total Circulation, 550,293 Average Net Paid Daily (ABC Publisher's Statement for 6 mas. ending 3/31/52)

NEW PRODUCTS



G-E Paint Remove

General Electric Co., Industrial Heating Dept., Schenectady, 5, N. Y.

Device: New type paint remover Selling Features: For home and professional use, consists of 2 skids under which is mounted a G-E Calrod tubular heater rated at 1000-watts, 115 volts; when slid along painted surface the heat from Calrod causes paint to soften and blister and it can be removed with putty knife; skids keep heat at safe distance from painted surface while 2 metal reflectors keep plastic handle cool; an 8-ft. heavy duty cord is included



RAPIDAYTON Water System Dayton Pump & Mfg. Co., Dayton, O.

Model: Rapidayton "Super Gusher" high-capacity, shallow-well water

Selling Features: Designed for homes and certain types commercial use; will produce 350 gal. water per hr.; reciprocating type pump; automatic air volume control; capacitor start & h.p. motor.



A-P Heat Control

A-P Controls Corp., Milwaukee, Mis.

Device: Automatic heat control for oil space heaters.

Selling Features: Fits practically every type space heater; requires no wiring, no wall thermostat; takes only a minute or two to attach; dial on control may be set to temperature desired, unit automatically adjusts burner flame to maintain this temperature; control is attached to heater and is completely selfcontained.



SAFGUARD Pasteurize

Safguard Div., Grand Sheet Metal Products Co., Melrose Park, III.

Device: Safguard Press-Vac home milk and cream pasteurizer No.

Selling Features: New type home milk and cream pasteurized destroys completely all bacteria; pasteurizes 2 gal. milk in air-tight container under low-pressure at low temperature; vacuum-sealed cooling pro-tects milk from exposure to air during cooling process and seals in vitamins; pasturizes milk by indirect heating-container is completely immersed in water, held above ele-



WANTZ Water Filter

Illinois Water Treatment Co., Rockford, III.

Device: Wantz water filter for producing mineral-free water (like distilled water) from kitchen tap.

Selling Features: Makes use of ionexchange resins; filter is placed over Mason jar or milk bottle and tap water is allowed to flow through filter compound; a pint of de-ionized, or mineral-free, water is filtered in 4 to 5 min.; suitable for use in steam irons, vaporizers, bottle warmers and batteries. Consists of a funnel-top unit and tube of filter compound; refill packages are available.



COMMERCIAL CREDIT RESPONSIBLE FOR DEALERS' SUCCESS — Mr. Stanley Glaser, President of Sea Coast Appliance Distributors, Inc., Miami, Florida, says, "We feel that COMMERCIAL CREDIT services have been responsible to a great extent for our dealers' success. This plan helps dealers stock, display and merchandise many products without need for tying up their own working capital." Mr. Glaser especially likes the personal service his dealers get . . . also the aid COMMERCIAL CREDIT offers in special sales campaigns.



ADEQUATE FLOOR STOCK NECESSARY FOR SPECIAL PROMOTIONS — The COMMERCIAL CREDIT PLAN gives you everything you need in the way of financing . . . from wholesale financing of floor and warehouse stocks down to the last detail of retail financing, credit investigation, collection and prospect follow-up. It's the modern, easy way to do a volume business without tying up needed capital.

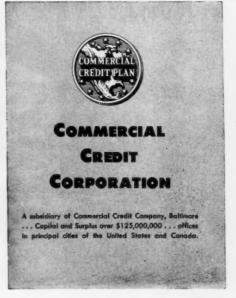
More appliance dealers use Commercial Credit financing than any other national plan



COMMERCIAL CREDIT DOES ITS LEVEL BEST TO HELP DEALERS — The many advantages of the COMMERCIAL CREDIT PLAN are praised by dealers as being the key to more profitable operation. COMMERCIAL CREDIT is always ready to help you in any way it can . . . from aiding in special promotions . . . to holding meetings with your sales force. Customers, too, prefer COMMERCIAL CREDIT financing . . . because of its nationwide service, fast credit approval and insurance protection.



INFORMATIVE LEAFLET WILL BE SENT YOU—
There is no obligation. Simply ask your distributor for a copy of "Buy and Sell with Sound Financing," or contact your nearest COMMERCIAL CREDIT office. Do it now... to get all the details on how this plan can help your business grow.



Everybody knows where the "Golden Gate"

can be found ...

but does everybody in your community know what products and services you sell . . . where you are located? Make sure new customers do by listing your name and the merchandise you feature in the 'yellow pages' of the telephone directory.

The 'yellow pages' are at hand in homes and business organizations all over your town. And when your name and featured products appear in the 'yellow pages' you help new prospects find you quickly and easily . . . and constantly remind your old customers of your business.

'Yellow pages' advertising is a proved selling service being used by many retail stores in your own community. Why not let it start helping you sell?



FOR FURTHER INFORMATION CALL YOUR LOCAL TELEPHONE BUSINESS OFFICE.



NEW PRODUCTS



MIDWEST Air Refresher

Midwest Fixture Co., 9217 Seneca St., St. Louis, 14, Mo.

Device: Air-Refresher deodorizer or ozonator.

Selling Features: Incorporates G-E and Westinghouse Odor-out lamps; operates continuously at cost of less than ½ cent a day; suitable for use in kitchens, dining areas, living rooms, bedrooms, basements and closets; ultraviolet rays are generated at proper wavelength known to react with oxygen, resultant ozone destroys odor and gives room an outdoor atmosphere; available in 3 sizes: a single lamp unit for areas up to 1000 cu. ft.; a double, for 2000 cu. ft; and a 4-lamp unit for areas up to 4000 cu. ft.

Briefs



SNAPIT announces a new bottlevase lamp converter which will convert any bottle or vase into a decorative lamp; unit consists of a push-thru type socket, 6 ft. of cord and the attachment clamp with wings that press against inside walls of bottle to hold socket securely in place.

HARRISON Steel Cabinet Co., Chicago, Ill., announces a new line of cabinets in a wide range of wood grain finishes including maple, oak, birch, cherry and pine. The firm also offers a finish-matching service through its custom division for

only from Admiral! 21" TTTT at price of other 17's



Model 121DX11—Admiral 21" TV with new
"DX-53" chassis in smart, stain-resistant cabinet.

Price subject to change without notice, Fed. Tax and warranties included.

发加

43% bigger picture for the same money!

Bigger—yes—but that's not all! You get an amazingly better picture, too. Because it's powered by Admiral's extraordinary new "DX-53" chassis . . . five years in the making . . . that delivers strikingly superior pictures in any location. Yours, too, is the proved advantage of guaranteed UHF reception, provided by Admiral's famous Cascode Turrent Tuner. See this terrific value, and its companion models at your Admiral Distributors' now. It's the most exciting new line in television on the market today.

\$1999

NO FINER PICTURE AT ANY PRICE!

Admiral ... WORLD'S LARGEST TELEVISION MANUFACTURER



The NATURAL HEAT Unit for better cooking...NATURALLY!

Best bet for "business at a profit", as dealers everywhere are realizing, is to offer customers "something extra" in performance or convenience. You can offer both with TK Monotubes*. That's why, today, you find Monotubes used as standard equipment on most new electric ranges . . . and why dealers use Monotubes more and more for replacement sales. Monotubes bring users "simplified cooking".

HERE'S HOW!

Monotubes are single-coil surface units. Regardless of how much or how little heat is needed, the homemaker gets instant, all-over heat at every cooking speed, for any size utensil she wants to use. No "inner coil" or "outer coil" cold spots to worry about. And . . . she has faster, more economical heat, also, because the broad, flat coil provides up to 32.8% greater direct-heating

surface (i. e., contact with the cooking utensil).

That's not all! The "swivel action" that makes Monotube "stand alone" permits fast, easy cleaning of the entire range. Spilled foods can be quickly mopped up, easily kept from baking on the drip pan.

You have a decided sales advantage when you sell "simplified cooking" (uniform heat; economical operation; easy cleaning) as offered only by Monotubes. These are features women understand and appreciate, potent sales clinchers for profitable selling.

So . . . take full advantage of the "simplified cooking" story in the ranges you sell; also use it to boost your service and replacement business. Women buy cooking performance, not just heating elements. Remember this in your selling!

*Trademark Res. U. S. Pat. Off.

NEW PRODUCTS

duplicating such finishes as red and blond mahogany, ebony, American and Circassian walnut.

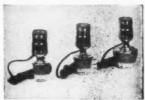


LEWYT CORP., announces a new "dolly and wall rack" accessory for Lewyt cleaner. Dolly is made of aluminum, mounted on 4 rubber wheels for easier rolling cleaner about room; attachments are placed around rear of dolly, also for easier accessibility. The wall rack is used to hold hose and wands.

ALUMA FOIL—a new household aluminum foil, processed and packaged by Aluminum Co. of America is available in 3 colors including aluminum ink; contains 25 ft. of 12-in. aluminum foil of standard gage.



A TIMER to convert conventional washers into automatic washers has been developed by Tork Clock Co., Mt. Vernon, N. Y. Timer will automatically shut off washing machine at end of any pre-selected time set; dial is marked for various types of clothes; may stand or hang from wall; has Telechron motor, aluminum case with baked white enamel finish; convenient outlet at side for plugging in washer.



W. N. de SHERBININ Products, Brookfield, Conn., announces a cork adapter for converting bottles, jugs and vases into electric lamps; comes in sizes to fit any opening up to 2½ in.; a side cord outlet eliminates drilling; also available with G-E 3-way bulbs.



Mr. Appliance Dealer... DID YOU PUT YOUR MONEY ON THE WINNER IN 1952?

The greatest improvements in the history of Oil Heating equipment were introduced by the pioneering leader..



Since



Here is the TIME SCHEDULE now profiting appliance dealers all over the country

MARCH, 1952

New Oil Floor Furnaces . . . with all controls at floor level. Four flat floor register models, 40,000 to 112,800 B.T.U. output

Three dual wall register models, 50,000 to per hour. 72,800 B.T.U. output per hour.

APRIL, 1952

A New Forced-Air Dual Wall Furnace . . . for houses with slab floors or low foundations. Installation need not be made until house is complete, so builder has no money tied up in a heating plant until he is ready to sell. Just a simple framing job and provision for fuel and electric lines and for vent required. Unit slips into place as a package, and finish-panel completes job. 57,500 B.T.U. output per hour.



Limited number of territories open for qualified distributors.

Mail This Coupon Today!. KRESKY MFG. CO., INC.

2nd and H Streets, Petaluma, California

Send me complete facts and figures on Kresky Oil Heating Equipment, and how they fit into an appliance store operation. Also name of nearest Kresky distributor.

Name	
Address	
City	Sente



HEATING

EQUIPMEN

Auxilian

Start doing business

NOW with the LEADER

More developments are coming in 1953!

Minery under

TOASTMASTER



Automatic Pop-Up Toaster

Presold as no other automatic toaster is or ever has been. Highest in turnover, lowest in sales cost. America's most-wanted gift toaster. The one that stays sold! Backed by 26 years of unmatched performance, profit opportunity, policy fairness. \$23.00, retail.

"TOASTMARER" is a registered trademark of McGraw Electric Company,
thakers of "Toastmaster" Toastmaster" Water Heaters, and other "Toastmaster" Products
Copt. 1952, ToASTMASTER PRODUCTS DIVISION, McGraw Electric Company, Elgin, Illinois.

TROPIC-AIRE

Automatic Electric Blanket

New, wide range of fast-selling colors. New, patented Comfortrol. New gift case and handy storage container. New, practical service plan and guarantee. Backed with big, hard-hitting, colorful advertising in leading magazines. From \$42.95, retail.



Mc Graw

ELGIN

OCTOBER, 1952-ELECTRICAL MERCHANDISING

proved leadership!

ALL four lines represented here are capable of sales stardom. Each brand, "Toastmaster," Tropic-Aire,

Everhot, and Manning-Bowman, has been a winner independently for many years. Now, they team up under the McGraw Electric Company banner.

McGraw Electric Company merchandising experience has "coached" the "Toastmaster" brand into top position and kept it there through the years.

What McGraw Electric Company has done to make the "Toastmaster"*

brand attractive and profitable to the trade, McGraw Electric Company expects to do for Tropic-Aire, Ever-

hot, and Manning-Bowman.

So let this strong team "go to bat" for you. "Toastmaster," Tropic-Aire, Everhot and Manning-Bowman distributors are located in all major markets. If you are unable to locate the distributor who handles the line you are interested in, please write the Sales Department, Toastmaster Products Division, McGraw Electric Company, Elgin, Ill.



EVERHOT



De Luxe Roaster Oven

Exclusive Turn-A-Knob Cover Lifter opens, closes, and locks cover or holds it in any open position. Handy adjustable lift rack makes it easy to put in and take out food. Cooks a whole meal at one time—especially popular with working wives. Nationally advertised. \$44.95, retail.

De Luxe Automatic Roasterette

Favorite of a million homemakers. A fine, all-purpose gift. Roasts, cooks, bakes—right at the table. Thermostat range from 150° to 500° F. Nine-pound roast; 5-qt. liquid capacity. Heavily insulated with Fiberglas. Steel body with white, heat-resistant enamel. Backed with national advertising. \$21.95, retail.



Manning-Bowman



Popcorn Popper

Best-looking, sturdiest popcorn popper on the market. A big demand item. Ideal for TV parties, evenings at home. Sells on sight. Clear, heat-proof glass cover shows corn popping away inside. Polished aluminum bowl. Cool handles. 1½-quart capacity. A top value at only \$9.95, retail.

Automatic Combination Grill

Bakes waffles or toasts sandwiches. Interchangeable waffle and smooth grids. Completely automatic. Signal light shows when current is on and when food is ready. Chromeplated; cool plastic handles. Always in demand as a gift item. \$19.95, retail.



6

Portable Food Mixer

Unique upright design for easy use in deep pans. Removable handle fits on top or side. Three full-power speeds. Enclosed 1½-qt. bowl prevents splashing, is self-sealing to keep out dust when not in use. Two easy-to-remove beaters. Stores in small space. Always ready to use—so more women want it. \$28.95. retail.

Electric Company

Person Pe

Designed to Handle

Home Freezer Units

Pianos and all

Appliances

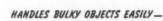


CRAWLS Built into the new Model DF-66 is Escort's famous Crawler Tread, which enables even this I-o-n-g model to crawl up and down stairs and over obstructions.



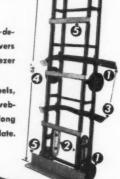
Just lay Model DF-66 down flat, for moving over level stretches. The extra two large 6" wheels make it easy te roll this truck, with its full load, quickly and easily anywhere! Here's Escort's new Model DF-66 Appliance Truck—designed to eliminate all of the problems of appliance movers who must move everything from oversize home freezer units to pianos.

Consider these 5 features—(1) 2 sets of 6" wheels, (2) the famous roller-bearing Crawler Tread, (3) 2 webstraps for holding appliances firmly in place, (4) extra long height—66", (5) Felt-padded cross-bars and toe plate.



Escort's Model DF-66 is the easiest-handled appliance truck in the world! Makes handling easier, reduces manpower and chance for damage. Ask for Escort's Model DF-66.

WRITE for full information and descriptive folder about Escort's Model DF-66 and other appliance trucks.





STEVENS APPLIANCE TRUCK CO.

NORTON ROAD

P. O. BOX 897

AUGUSTA, GA.



EMERSON TV Combination

Emerson Radio & Phono Corp., 111 8th Ave., New York, 11, N. Y.

Model: Emerson 6-way combination No. 731.

Selling Features: Includes a 17-in. TV receiver, 3-speed phono, radio and clock in a cabinet 37 in. high, 20 in. wide; another feature is location of controls on side of cabinet, a development which is also incorporated in Emerson's No. 721, 17-in. table model.



CAPEHART 1953 TV Sets

Capehart-Farnsworth Corp., Ft. Wayne, 1, Ind.

Models: Capehart 1952-53 line includes 12 models: two 17-in., seven 21-in. consoles, a 27-in. console and two 21-in. 3-way combinations.

Selling Features: All models employ the new Capehart CX-36 chassis with area control that cancels noise and assures maximum performance in fringe and local areas; AGC circuit stabilizes picture and eliminates airplane "flutter"; all models are ready to receive UHF, and have a convenient outlet for connecting an electric phono.

connecting an electric phono.

The 17-in. models consist of a table and an open-face console in



mahogany; 21-in. models consist of an open-face console; a half-door console five full door consoles, all in bisque or mahogany finish; the 27-in. full door console is available in mahogany only.

NEW PRODUCTS . . TV and RADIO



MOTOROLA 1953 TV Sets

Motorola Inc., 4545 Augusta Bvld., Chicago, 51, III.

Models: Motorola 1953 line of 33 TV sets includes 6 TV-radio-phonos; 16 consoles, and 11 table sets.

Selling Features: Improvements in new line include a "stand out picture" mounting which is far forward in cabinet to provide 28 percent greater viewing angle; cylindrical tube free of reflections; curved "glare guard" screen; electro-static focused tube (factory-built-in focusing has been incorporated in all models); Cascode "sabre jet" type tuner; new circuit provides automatic contrast compensation; horizontal side control provides automatic adjustment of variable high voltage air gap and replaces conventional potentiometer; voltage has been increased by more than 1000 volts; shielded light on channel selector switch permits easy tun-



ing in darkened room; all models have accommodation for built-in UHF tuner, or owner may acquire a UHF all-channel adapter.

Console model 17K16B, of birch, has a slide-away door that slides into a recess at top of cabinet, pulls down to a flush door when not in

Console 21K7, 21-in. model has French Provincial cabinet with full length doors that fold back against sides; 21C1, 21-in. model can be converted from an off-the-floor console to a table model by detaching screw-in legs.

screw-in legs.

Luxury model 21F3B TV-radiophono combination with 21-in. screen is available in avodire, or mahogany.

Line includes 14 17-in., 19 21-in.



MERCURY TV Console

Mercury Television & Radio Corp., Los Angeles, Calif.

Model: Mercury 21-in. open-face console No. 2116.

Selling Features: Available in mahogany, walnut and blonde oak custom craft cabinetry with concealed casters; large Alnico speaker; "Fringe-O-Matic" chassis; 39 in. high, 224 in wide, 224 in. deep.



SENTINEL 1953 TV Sets

Sentinel Radio Corp., 2100 Dempster St., Evanston, III.

Models: 18 new 1953 Sentinel TV models featuring 17-, 21-, and 27-in. screens.

Selling Features: All models feature Power-Factor chassis with dual action, ultra-selective intercarrier system; Cascode tuner with duo-matic control, adaptable to VHF or UHF channels; Locality Adjuster perfects



image, compensates for peculiar reception-factors in various areas and residences; tone control over wide range of sound; automatic tuning; rectangular picture tube; non-glare safety glass deflects reflections downward.

Nottingham, 462-CM, Bucking-

ham, 463-CM, and Dorset, 463-CB, equipped with Telechron clock on front panel that automatically turns on favorite programs and turns set off at any time desired.

Line includes three 17-in., and three 21-in. table models; four 21-in. copen consoles; four 21-in. copen soles with \(^1\) doors; a 21-in. French Provincial console; and three 27-in. consoles, one open and the other two with full doors. Finishes include walnut, mahogany and Korina.



SPARTON TV Sets

Sparten Radio-TV Div., The Sparks-Withington Co., Jackson, Mich.

Models: 1953 Sparton Cosmic Eye TV sets include two 17-in. models, four 21-in. table models; a 17-in. open-face console; four 21-in. openface, two 21-in. consoles with doors,



and two 21-in. radio-TV-phono combinations with doors.

Seling Features: All models feature an ultra-range tuner with Cascode circuit; an exclusive Equasonne audio system; Sparton's Selector-beam channel indicator; provision for UHF-Equasonne audio system in combination with heavy-duty permanent-magnet speakers allows superior dynamic range and high-fidelity sound reproduction.

21-in. models have angle-tilt picture type mounting and removable



front glass; consoles have casters for easy movement; left-hand doors on combinations for room-space savings.

DVERTISED

"Pilot Promotion"



"Advertised-in-LIFE" promotions bring business without cutting prices. Grothe's Electric Service of Chippewa Falls, Wis., sold 25 major appliances during the 8-day promotion. "This promotion was one of the most successful ever put on in our town," states Mrs. V. Grothe. Weeks later townspeople still asked, "How is Life at Grothe's?"

Distributor, dealer, LIFE cooperation

"TIFE helped us prove that the sales are there," → states Wayne Yerxa, advertising manager of Motor Power Equipment Company, appliance distributor in Minneapolis.

Sponsoring a "distributor pilot promotion" in 20 dealer outlets—two in each salesman's territory-Motor Power Equipment Company received so many reports of sales increases, their entire dealer organization became enthusiastic, according to Mr. Yerxa.

"They now realize that business isn't as bad as it looks," he continues. "All it takes is a good promotion, and cooperation between manufacturer, distributor, and dealer." (Each of the manufacturers whose products were featured sent representatives to the special planning meeting to set up the LIFE promotion.)

Take advantage of the money your manufacturers invest in national advertising in LIFE. Tie in with these LIFE-advertised products

MAJOR APPLIANCES

Oct. 6 Electrolux—spread, color Hotpoint Dishwasher—spread, c. Frigidaire Washer—page, color General Electric Vacuum Cleaner page, color Lewyt Vacuum Cleaner—page, c.

Westinghouse Laundromat-Electric Companies' Advertising

Program—page
Frigidaire Dryer—½ page
Oct. 13 Servel Portable Refrigerator spread, color Thor Washer—page Universal Electric Blanket—

1/2 page, color Universal "Jet 99" Vacuum Cleaner Oct. 20 Magic Chef Gas Mange—page, c.
Norge Gas Range—½ page
Norge Gas Range—½ page
Oct. 27 Eureka Vacuum Cleaner—

page, color

Electric Companies' Advertising Program—page Universal "Jet 99" Vacuum Cleaner—1/2 page

SMALLER APPLIANCES AND HOUSEWARES

Oct. 6 Kem Glo Paint-page, color Sunbeam Shavemaster-page, c. Sunbeam Stavemaster—page, c.
Westclox Clocks—¼ page
Sunbeam Egg Cooker—¼ page
Burgess Battery—14 lines
Oct. 13 Telechron Clocks—page, color
Westinghouse Large Lamps—pg., c.

Minneapolis-Honeywell Automatic Controls—page plus ¼ page Glamorene Carpet Cleaner—page Granolene Carpet Teamer – page Federal Enameledware – ½ page Proctor Ironing Board – ½ page Ideal Broiler-Chef – ½ page Ekco Flint Cutlery – 224 lines Oct. 20 Serviset Paperware – page, color Sunbeam Mixmaster – page, color Board Scales . Li control Chem Scales . Li cont

Borg Scales-1/2 page

Oct. 27 Sunbeam Toaster—page, color Westinghouse Large Lamps page, color ieneral Mills Appliances— CONTEST—page Glamorene Carpet Cleaner—page

HOME FURNISHINGS

Oct. 6 Samson Foldaway Furniture-

page, color Oct. 13 Allen Rubber-Loc and Rubber-Top-page, color Beautyrest Mattress-page, color Cannon Sheets—page, color Foamex Mattress—page, color

Barca-Lounger—page Springwall Mattress—½ page, c. Oct. 20 Cannon Products—page, color Kentile—page, color Lane Cedar Chest—page, color Kuehne Khrome Dinettes—pg., c.

Mastercraft Furniture—1/2 page, c. Kenmar Contour Chairs—1/4 page Kenmar Contour Chairs—¼ p Ostermoor Mattress—112 lines Nachman Innersprings-42 lines

RADIOS, TV, RECORDS AND INSTRUMENTS

Oct. 6 Westinghouse TV—page, color General Electric Electronics— Institutional-page

RCA Victor Records-page Lester Pianos—1/2 page
Magnavox TV—1/2 page
Web-Cor Portable Phone

1/4 page
Oct. 13 Philco TV—spread, color Motorola TV—page RCA Victor Radio and TV—page

Sylvania TV—page
Oct 20 Emerson TV—page, color
Sylvania TV—page, color
General Electric TV—page

General Electric TV—page
Magnavox TV—page
Philco TV—page
Raytheon TV—1/2 page
Bendix Radio and TV—1/4 page
Oct. 27 Crosley TV and Radio—page, c.
General Electric TV—page
RCA Victor Radio and TV—page
Sylvania TV—1/4 page

STATIONERY REQUISITES

Oct. 6 Royal Typewriter—1/2 page Tackanail—14 lines

Tackanail—14 lines

Oct. 13 Eastman Kodak—page, color
Royal Typewriter—½ page
Replogle Globes—112 lines

Oct. 20 Sheaffer Pens—spread, color
Oct. 27 Parker Pens—page, color
Burroughs Adding Machine—½ pg.

OTHER

Oct. 6 Culligan Soft Water Service-1/4 pg.

in Minnesota points way to success!

manufacturer, and -means profit!

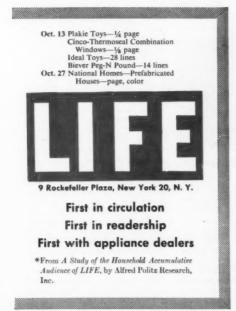
Nowhere is cooperation shown more clearly than by the fact that manufacturers of household equipment and supplies invest more advertising dollars in LIFE than in any other magazine—to sell consumers.

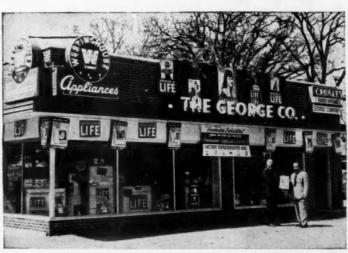
They realize that all their distributors and dealers will profit, because LIFE is read in every section of the country, by every social and economic group. In the course of 13 issues, LIFE reaches 3 households out of every 5!*

For these reasons an "Advertised-in-LIFE" promotion makes good sense for any dealer. And for any distributor, a pilot promotion is a natural—for he can sponsor one to demonstrate to his salesmen, as well as to the dealers he serves, the effectiveness of tieing in locally with manufacturers' advertising in LIFE.



"Although business has been poor, this 'Advertised-in-LIFE' promotion was a tremendous success. It really picked up sales," says Charles Brandborg of Elmer N. Olson Company, Minneapolis. People brought in by the promotion signed registration books, thereby creating sizeable prospect lists.





"I have never before seen any promotion which created more public interest and closed more sales for the dollars we spent on advertising and promotion," reports George E. Wagner, left, of the George Company, Austin, Minn. Participating dealers were urged to use the "Advertised-in-LIFE" theme in newspaper advertising, displays, and all other local promotional activity.

ADVANTAGES THAT MAKE THE DIFFERENCE .

EXTRA Value and Sales Appeal!



Largest Variety-MODERN TO TRADITIONAL

Your customers want the truly complete chime line. With Rittenhouse, there's a door chime perfectly suited to any house design . . . large, small, modern ranch or classic colonial. 15 distinctively beautiful chimes, from 10-volt 2-note models to large 4-tube styles with rich cathedral tones.

Value-plus . . . and priced to sell!



Stunning New 1953 Models





THE AVALON

Luxurious beige boucle grille covering, accented in gold-brass. With standard 16-volt chime transformer, it produces 2-note signal for front door, single note for rear. 8½" x 7½". List price \$9.95



THE COLONIAL

Graceful ivory plastic hausing with gold figurine. 2-notes for front door, 1-note for rear. New colonial design. 8" x 7". List price \$6.95

THE CONCORD

Modestly priced clockchime of superb quality. Exclusive Floating Percussion Unit sounds 4-note Mestimister melady for front entrance, single note for rear. Solid cherry wood cabinet has authentic colonial styling. Chime and Telechron-powered clock operate on 24-volt fransformer supplied. fransformer supplied. fransformer supplied.





Exclusive Revolutionary R·E·P·E·A·T·E·R Transformer

Provides Multiple-Tone Performance On Any* Regular 1 and 2-Note Chime

Feature the New Repeater Transformer for improved, multiple-tone - performance on any 10-volt chime. Assures louder, sure-to-be-heard, automatically repeating signals for both front and rear doors, plus regular 1 and 2-note signals for third door and other signaling purposes. Adds dollars to chime value for only \$4.65 list.



4. Sparkling New Display Boards

Six attention-commanding displays, from spots to $72^{\prime\prime\prime}$ x $53^{\prime\prime\prime}$ "chime departments". Fact lags sell features that count. All shipped completely wired, with push buttons, transformers, and plug-in cord . . . ready to sell for you. Your price is just the cost of chimes alone.

Call your electrical wholesaler or write us direct. Get the merchandising facts about the full line of Rittenhause Chimes, Transformers, and Push Buttons.

THE RITTENHOUSE CO., Inc.

102 Allen St. Honeoye Falls, N. Y.

NEW PRODUCTS . . TV and RADIO



ARVIN TV Console

Arvin Industries, Inc., Columbus, O.

Model: Arvin "Ambassador" TV console.

Selling Features: A 27-in. picture screen model; has "Super Custom" chassis with 28-tubes including pic-"all channel" tuner permits tuning in existing 12 VHF channels as well as proposed 70 UHF channels, no "strips" or converters need be added; "all-channel" dial and a knob for video and sound control are only dials on face of set; secondary knobs for brightness and vertical and horizontal control located behind decorative brass panel between dials; "noise inverter" filters out signal noises; "cascode" booster tuner yields maximum gain and minimum "snow"; interference rejection has been in-creased; "double-keyed" age closes an electronic gate automatically to interference signals; built-in adjustable antenna; variable tone control: bass-compensated volume control; straight ac transformer circuit and rubber-mounted tuner and speaker; available in imported mahogany cabinet, traditional stying with Heppelwhite influence 729CM-UHF, and in blond limed oak as 726CB-UHF.



STROMBERG-CARLSON TV

Stromberg-Carlson Co., Rochester, 3, N. Y.

Models: Leader of 1952-53 line, Panascope No. 421TQ, and Classic

Selling Features: Panascope, table model, has 21in. picture tube; features Panoramic vision; rectangular cylindrical-faced picture tube permits use of similarly curved and close fitting mask safety glass, so that picture itself is at extreme front of cabinet and visible from prac-

tically any angle; glare-proof safety glass easily removable for cleaning. Deluxe type chassis, adaptable to UHF by replacing an unused VHF coil tuning strip in turret-type cascode tuner. New "blanking" circuits permit tuning for maximum brightness without re-trace lines; new super high gain rating of tuner, high voltage on picture tube, new sync separation circuits, new automatic electrostatic focusing, new intercarrier sound IF system with permanent magnet speaker. Compact cabinet of mar-resistant Plextone.



Classic 21, most recent version of Chinese Classic series features Panoramic vision with 21-in. picture tube; concentrically curved masked safety glass, 12-in. concert-type permanent magnet speaker, and all the other features mentioned in above Panascope 21, in hand-decorated cabinets with ivory, red or ebony backgrounds as models 421C5Dec., in blond oak as 421C-50, and in African ribbon-striped mahogany as 421C5M.



CLINTON Radio-Phonos

Clinton Sales Corp., 103 Lafayette St., New York, 13, N. Y.

Device: Clinton's new "Royalty Line" featuring designer-styling and color-harmony colors that range through entire spectrum.

Selling Features: No. 550B radio and 3-speed phono combination, shown, has a 5-tube a.c.-d.c. superhet with specially designed Litzwire long-distance antenna; separate tone and volume controls; instant change-over phono-radio switch; phono consists of an Alliance constant 3-speed motor, low gain Webster dual needle arm, and 3-tube audio amplifier; luggage cabinet covered in washable 2-tone leatherette in a choice of colors.



HOOVER Steam or Dry IRON

Now ready for your customers...Now ready for your easier iron selling

More and more women want a steam iron (you can certainly tell that by the way steam iron sales have been skyrocketing). And every woman who is out to buy a steam iron is going to want the latest thing. Here it is—the new Hoover Steam-or-Dry Iron. It has more of the features women want.

The new Hoover Steam-or-Dry Iron, made by the makers of the famous Hoover electric cleaner, is now rolling off production lines. It is being announced nationally to millions of prospective users in November issues of Good Housekeeping, Better Homes and Gardens and American Home.

The Hoover Steam-or-Dry Iron will be sold only through distributors. Get full details about it now. Phone your distributor, your local Hoover office, or write...



"You'll be happier with a HOOVER (your customers will be, too)"

THE HOOVER COMPANY, Special Products Division, North Canton, Ohio

EVEREDY CARCLE.O. BROILER



NOW you'll sell broilers in volume! Everedy's new Circle O, fully tested and guaranteed for top broiling performance, brings healthful radiant-heat broiling within the reach of millions! And just check these superior selling features:

★ Gleaming chrome finish, on durable steel, makes for easy cleaning and long life ★ Quel shelf positions—"sears" on top and "cooks thru" on bottom ★ Big and roomy - . helds family size steeks, chops, seafood ★ Pan handle stays cool—away from heat ★ Bakelite side handles guarantee safe handling while in use.

You can stock these new, popular-priced broilers with assurance that they'll sell and satisfy your customers. The nationally advertised Everedy name is backed by 17 years of experience in making dependable electric broilers. Order a supply now from your electrical, hardware or jewelry distributor. If he hasn't received his supply, write direct for literature and your price. Act now.

Recipe book packed with each broiler
SEND TODAY FOR YOUR COPY

Colorful, Illustrated booklet, with recipes tested by expert Maryland cateror, makes a hard-working piece

EVEREDY

n hard-working piece of sales literature. Free newspaper mats, radio and TV scripts also available. Just your order puts you in business. Write today.



hrome Housewares

THE EVEREDY COMPANY • Frederick, Maryland
VOLUME MAKERS OF ELECTRIC BROILERS SINCE 1935

NEW PRODUCTS . . TV and RADIO



EMERSON TV Console

Emerson Radio & Phono Corp., 111 8th Ave., New York, 11, N. Y.

Model: Emerson 1953 17-in. TV console, No. 722.

Selling Features: Designed for UHF reception; equipped with Cascode turret tuner that provides reception for VHF as well as UHF stations by interchanged tuning strips; features include 41 mc IF system; "Fringe Compensator" permanent pre-setting for peak performance in all localities from local to extreme fringe areas; new low-voltage electrostatic focus picture tube gives clear steady picture without glare from reflections; pin-stripe mahogany veneer console with doors; 12 in. speaker; casily removable safetyglass feature are other features.



ADMIRAL 1953 TV Sets

Admiral Corp., 3800 Cortland St., Chicago, 47, III.

Models: 1953 Admiral TV line includes two 17-in. sets; seventeen 21-in. models; and two 27-in. consoles.

Selling Features: Highlighting line is 21-in model, 121DX11, with deluxe features including new cascode long range a.c. chassis with power transformer; range finder; built-in aerial; removable safety screen; turret tuner in which snap-in UHF tuning strips can be inserted; new full 2-in. spherical glass picture tube permits use of cabinet only slightly larger than that for some 17-in. sets; a mask has been molded into cabinet to climinate use of separate mask for face of tube; cabinet hugs picture tubeno waste space inside super cascode chassis which is built on 4-in. high base to provide superior fringe area

performance and to increase reception in blind or weak signal areas.

Other features of the 1953 line include the EZ range finder which can be dialed to "customize" chassis for best reception—nearby, medium and distant signals; built-in antennas; turret tuner for simple adaptation to UHF reception; newly-introduced 22-tube chassis; extraviewing comfort for simplified cleaning; variable tone control in albut 3 sets; consoles and combinations have smooth-rolling casters.

Three custom-made California consoles have maple, or silver fox cabinets with full doors. These are primarily for Florida, California and Southwest.

Latest model 3-speed Admiral record changer, completely redesigned; plays all size records without adjustment and automatically turns itself off when last record is played; standard on all TV-radio combinations.



PHILTAIN Radio

Philtain Electric Div., OK Stamping Corp., Ft. Wayne, Ind.

Model: Philtain table radio No.

Selling Features: Suitable for any room in home; large, illuminated tuning dial; 5-tube chassis with built-in antenna; available in ebony, walnut, ivory or maroon.



ARVIN Radio

Arvin Industries, Inc., Columbus, O.

Model: Arvin table combination shortwave and standard broadcast radio No. 655SWT.

Selling Features: A refinement of the a.c.-d.c. 5-tube superhet chassis, has pre-assembled band switch unit; extra-sensitive, oversize built-in loop antenna for standard band and a single wire hank antenna for shortwave; an outside antenna may be connected for even greater pickup; receives standard wave bands 540-1600 mes, and shortwave from 6-18 me.; dial, edgelighted with lucite; Sea Mist metallic gray plastic cabinet.

M. J. FREED,

Chester, Pa.'s Largest Appliance-Furniture Dealer, Reports

"SERVEL SALES 204% OVER LAST MONTH"

PROMOTION SCORES
COAST TO COAST!

WELL PAY YOU S A DAY

FOR 10 DAYS

TO PROVE IN YOUR OWN HOME
THE SUPERIORITY OF AMAZING

SILENT
MOTORIZES

ON OR BLECTIC BETWEEN STREET SECTIONS AND THE PROPERTY OF THE PARTY OF THE PARTY

with SERVEL "PROOF OF SUPERIORITY" PROMOTIONS

according to leading appliance distributor
 S. J. Louchheim, President, Stuart J.
 Louchheim Company, Philadelphia, Pa.

They're proving sure-fire in store after store! Refrigerator prospects ACT when you offer them \$10 cash just to try a new Servel for 10 days! And YOU make top profit—besides trading for less!

Here's the hottest sales-booming deal of the year! You get not just 'lookers', but interested prospects! Not just conversation, but a 10-day demonstration in the customer's home! Not just a 'reason-to-buy', but a hook that closes 99 out of 100 sales!

You trump competition's 'no down payment' offers! You even trade for less, after the Servel is installed! And you can't lose out, because Servel insures your installation and delivery costs!

Pay yourself off with \$10 or more profit for every \$1 you invest! Cash in with America's only truly silent, motorless, vibrationless refrigerator—Servel!

CALL YOUR SERVEL DISTRIBUTOR NOW!

Servi

The name to watch for great advances in REFRIGERATION and AIR CONDITIONING

GAS . ELECTRIC

Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario

Model BE-118



NEW PRODUCTS . . TV and RADIO



SPARTON Radios

Sparton Radio-TV Div., The Sparks-Withington Co., Jackson, Mich.

Models: Sparton 1953 radio line includes 7 table models; 4 clock-radios and 2 radio-phonos.

Selling Features: Table models include three 5-tube models in black, maroon and ivory plastic cabinets; two 6-tube models with 5-in. speakers mahogany or blonde cabinet;



a.c. only; two 8-tube AM-FM radios in mahogany or blonde; four 5-tube "Eye Opener" clock radios in ivory, green, beige or maroon plastic cabinet; and two 6-tube radio-phonos in mahogany or blonde.



DYNAVOX Phono

Dynavox Corp., Long Island City, N. Y.

Device: New portable 3-speed phono, No. 935, Voyager.

Selling Features: Plays all size records, all 3 speeds; Fabricoid cover has labels on major airlines, rail-roads, liners and hotels; high-gain amplifier with tone and volume controls; matched PM speaker; 2 needles with twist arm and sturdy travel case.

TV Briefs

A NEWLY DEVELOPED "Fold-Over Tower" is announced by Rohn Mtg. Co., Peoria, Ill. The kit consists of a short base section,

hinge section, boom and reel and cable mechanism. Tower hinges near midsection; can be raised or lowered by turning crank on reel; when tower is lowered, antenna changing and servicing can be quickly accomplished.



A NEW HIGH FIDELITY TV chassis for custom installation is announced by Radio Craftsmen Inc., 4401 N. Ravenswood Ave., Chicago, Ill. Known as model 202, it incorporates the cascode turet tuner, with greater sensitivity and simple adaption to UHF, delayed and graded key AGC; 5-watt pushpull audio amplifier. Other features include double shadow tuning eye, electrostatic focusing, vertical retrace line erase circuit, dual channel IF circuit. Designed to operate with 17, 20, 21, or 24 in picture tubes.

I.D.E.A. INC., Indianapolis, Ind., has designed a new voltage booster which maintains a 117 volt power supply regardless of line voltage variations from 90 to 130 volts; Called Regency VB-1, it can also be used to get peak performance from any electrical device drawing 350 watts or less.

A NEW BALINE yagi antenna is announced by JFD Mfg. Co., Brooklyn, N. Y. which produces a 7½ db. gain using a single array and a full 10 db. gain when stacked array is used. 300 ohm impedence match across a full 6 mc. bandwidth is assured when the wide spaced 5-element "Baline" is used, the manufacturer claims. Pre-assembled, it has a 1-in. sq. seamless aluminum crossarm on low band model, and a seamless round aluminum cross arm on the high band antenna.

TWO NEW YAGI ANTENNAS—the Musketeer and the 5-Star are announced by Ward Products Corp., Cleveland, O. Musketeer is a triple driven yagi antenna consisting of a straight dipole and a reflector. This permits antenna to be a broad band yagi covering channels 3, 4, 5 and 6 with uniformly high gain; all-aluminum, it is preassembled.

is preassembled.
"Radio-proved 'T' match" features the new 5-star 5-element yagi. It provides better inipedance match and greater delivered gain than comparable yagi antennas. teasons why

Exclusive 21"
PANORAMIC VISION*

by
STROMBERG-CARLSON

- 1. ONE LINE A YEAR—No carry-overs, no "dead ducks." Stromberg-Carlson was first with this realistic program you've been asking for!
- 2. SIMPLIFIED LINE—with one de luxe chassis—to give you at a minimum investment a complete range of models for every locality, taste and budget!
- 3. LONGER, LONGER DISCOUNTS—up to 5% more than standard discounts on top models—something else you've needed and deserved!
- 4. EXCLUSIVE SELLING FEATURE—Panoramic Vision for more picture visibility, wider viewing angle than any other 21" TV!

Call your distributor, write or wire us for full details on this really *hot* line if you're not already on the bandwagon!

"There is nothing finer than a

gives you

TVS BRIGHTEST

PROFIT PICTURE!



PANASCOPE — 421TQ. Value leader in today's 21" TV market. Compact table model in Plextone.

CLASSIC 21—421C5D. Ultimate in fine TV cabinetry—hand decorated with Chinese story design on red, ivory or ebony lacquer.



Patent applied for

STROMBERG-CARLSON.

Stromberg-Carlson Company, Rochester 3, N. Y. - In Canada, Stromberg-Carlson Co., Ltd., Toronto

THREE GOOD REASONS WHY

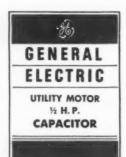
YOU SHOULD SELL G-E





There's big money now in the utility-type motor market! Why? Because of the home workshop boom (some 11,000,000 home workshops in the U. S. today!) . . . because farmers and home owners find it's cheap to let motors do the odd jobs . . . because thousands of small shop owners need these motors . . . because millions of old motors and gasoline engines need replacement! The result: in 1952 nearly a million utility-type motors will be sold over the counter to American customers. And best industry forecasts show that in 1953 over 1,300,000 utility-type motors will be sold over the counter! Who buys these motors? About 40% are sold for workshop tools in the home, farm and small shop; about 20% for air compressors and pumps, both farm and urban; about 40% for fans, blowers, farm chores, replacing old motors or engines on washing machines, etc. You can get your share of this big, booming market . . . and here's the easy way to do it:

IT'S EASY TO SELL GENERAL ELECTRIC MOTORS!



New dealers in G-E motors—even dealers who never sold motors before — are often astonished because they're so easy to sell! It's no wonder when you stop to consider that people prefer G-E motors . . . just ask your customers which brand they prefer if they have a choice! (You'd know the answer if you've sold motorized equipment. A survey by the Psychological Corporation of America shows that 63% of people buying electrical equipment prefer to buy equipment powered by G-E motors). When your customers see the G-E label on a motor, they know it's a good motor! They have confidence in G-E motor quality and they like the features of G-E motors. They'll buy G-E motors right off your shelves, and here's how G.E. helps you do it . . .

You can put your confidence in_

GENERAL ELECTRIC

GET THE DETAILS ON THIS BIG OPPORTUNITY! CUT OUT THIS COUPON AND MAIL TODAY!

	GENERAL ELECTRIC CO., P. O. BOX 2406,	FT. WAYNE, INDIANA
	We're certainly interested in making money on easy-to-sell G-E Utility Motors and the famous G-E "Silent Motor Salesman." Send a representa- tive to see us as soon as possible. MY NAME. FIRM OR STORE. ADDRESS. CITY, ZONE, STATE.	The distributor we usually buy our electrical requirements from is: DISTRIBUTOR'S NAME DISTRIBUTOR'S ADDRESS CITY STATE
Offe	r good for limited time only, subject to withdrawal without notice.	74-117 General Electric Co., Schenectady 5, N.Y.

MOTORS!

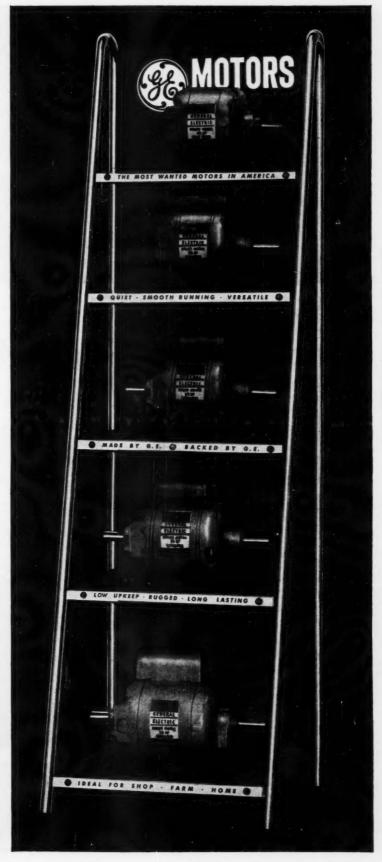
G.E. BACKS YOU ALL THE WAY!

... with hard-hitting, hard-selling sales promotion ... consumer booklets . . . national advertising . . . pointof-sale merchandising.

Take this merchandising stand (the famous G-E "Silent Motor Salesman, "right) for instance. Made of chrome-and-steel, this proven merchandiser SELLS G-E MOTORS ON SIGHT! Formerly sold to dealers for \$14.95, you can get this attractive sales-building merchandiser FREE of extra cost with a small initial stock of G-E motors. And that's not all you get! Just for example, you'll get a supply of 12-page booklets to hand out to your customers. You've never seen anything like them! Packed into every page of "How To Choose Your Motor" is honest-to-goodness useful information! Even if you've never bought (or sold) a motor, this fascinating booklet tells you what you need to know. ■That booklet is just one part of a complete, coordinated program to help you get your share of this booming market! Get all the details on how to make big profits with G-E Utility Motors - send the coupon today!

P.S. 4½ million motor prospects are currently being pre-sold on G-E motors in *Popular Mechanics*. Cash in on this stimulated demand — send the coupon now!







The New TROPIC-AIRE Automatic Blankets

The trade is hailing the quality and beauty of the *completely new* line of Tropic-Aire automatic electric blankets. They're backed by all the engineering experience and laboratory facilities of McGraw Electric Company, makers of famous "Toastmaster" Toasters. See how they're 4 ways new for '52!

1) Six fast-selling new colors!

Leading stylists have provided color harmony for every bedroom...Sun Valley Gold, Arrowhead Red, Berkshire Green, Grand Canyon Rose, Sea Island Green, Lake Louise Blue. No need to miss a sale for lack of the right color.

2 New exclusive Comfortrol®!

Smartly designed, with sloping face and large, easy-toread, illuminated dial, for ready visibility. Can be set in the dark...by sight, sound, or touch!

3 New smart gift case and storage container!

Beautiful, sturdy, drawer-type package that's a standout in the blanket field. Imparts real elegance to the gift it holds. A convenient storage container for home use safe, clean, permanent.

4) New practical service plant

Tropic-Aire electric blankers are guaranteed for one year from date of purchase by consumer. Any blanker thought to be defective during that time may be returned to distributor for testing, and will be replaced at once from distributor's stock if a defect is found.

Backed by big 4-color national magazine advertising and complete point-of-sale cooperation, this is the electric blanket line to feature. Find out all about it, right away, from your distributor. Or write us.



A Real Blanket Merchandiser! See how the Tropic-Aire drawer-type container enables you to stack all six beautiful colors on the counter, in minimum space, and show any one without disturbing the others! Never before a blanket salesman like this... to make Tropic-Aire, this year, the gift of gifts!

TROPIC-AIRE, INC.

Subsidiary of McGraw Electric Company, Elgin, Illinois

TRADE REPORT



TED WEBER, JR.

Emergency Controls Begin To Disappear

Economic controls are shriveling. As far as the appliance business is concerned, they will be little more than unpleasant memories by year-end.

One of the chief reasons for their demise is the cut in operating funds given the control agencies by Con-

NPA, for example, had to drop more than 20 percent of its employees; OPS was forced to cut its staff in half. Lacking personnel, they have to give up even trying to control everything.

But just as compelling a reason for suspending controls is the fact that they are no longer badly needed. Except for a few lingering effects of the steel strike, materials are in good supply, production has "caught up," and prices of many manufactured goods are soft.

Here is the way the controls picture

now shapes up:
Price. The Office of Price Stabilization has broadened its policy of suspending price ceilings to include a long list of manufactured goods. In addition, it has liberalized the standards it will use in deciding just when an item is ready for the suspension treatment.

Heretofore, OPS has been experi-

- As far as the radio-TV-appliance industry is concerned, post-Korea controls will be little more than memories by early 1953
- Metals allotments are better, credit rules have been lifted and price ceilings on some products, including TV, have been suspended

menting with suspension on a smallscale, using primary commodities as guinea pigs. To qualify for suspension, these items had to meet one simple test: are market prices sufficiently below ceiling to make an early return to the legal maximum likely?

Where the answer was ves, producers were exempted from OPS filing and record-keeping requirements. But the ceilings still exist, and complete controls can be reimposed anytime prices reach a near-ceiling trigger level —90 percent of ceiling, in most cases.

Up until last week, OPS had suspended ceilings on only a score of commodities, such as burlap, hides and tallow. Now, four groups of fabricated goods have been added to the list, including radios, television sets,

record players and parts, soft-surface floor coverings and beddings. Ceilings come off the goods at every level —manufacturer, wholesaler and retailer

In the next few weeks, ceilings on small appliances may be suspended,

It wasn't easy to decide that these items were ripe for suspension. Really reliable figures, for measuring the spread between market and ceiling prices, is hard to come by. One reason: there isn't much price uniformity among manufacturers

among manufacturers.

So OPS officials had to turn to other things to gauge the relative softness of any given market: current production and capacity; inventories; availability and prices of materials,

and margins, earnings and average realizations.

Because there's no such thing as a daily market quotation for, say, TV sets, OPS is going to set up a "price-watching" system, based on special wholesale price indexes compiled by the Bureau of Labor Statistics. TV prices would be measured in terms of this index and trigger levels set at three percent below ceilings. (OPS feels that this narrow margin is safe enough since prices of manufactured goods are less volatile than commodity

Credit. Removal of Regulation W has already produced a tidy jump in the volume of instalment credit outstanding. But, between now and Christmas, economists expect an additional increase of around \$1.5-billion. Apparently, consumer demand for goods is strong and solid, now that the big down payment requirement has been decorred.

ment has been dropped.

Housing Credit. The end of Regulation X is expected to boost appliance demand even further.

Again, whittling away the down payment would be the key, since it would bring new buyers into the housing market. Bigger demand will mean new starts (though probably not enough to equal 1950's all-time record). And more new starts mean more customers for large and small appliances.

Production. While metal shortages may have forced appliance manufacturers to redesign models and substitute materials, they didn't seriously cripple output. And now, despite the steel strike, the outlook for high production is still good.

Daily it is becoming more and more apparent that NPA's metal allocations aren't going to pinch. For one thing demand still doesn't warrant capacity—or pre-Korea—operations. For another, the actual "tickets" issued are good for 80 percent of the copper and aluminum consumed before Korea and practically all the steel. Of course, appliance makers may run into trouble, finding a mill that can handle an order in time.

Prospects for next year look even brighter. In the first quarter, appliance manufacturers will get virtually all the copper and aluminum they will want. Though the steel picture is a bit cloudier, producers have been told that they need not worry.

LOOSENING THE GRIP OF GOVERNMENT CONTROLS

Manager 1	ESSENTING THE ORT OF SOVERIAMENT CONTROLS					
	Last Year	Now		What's Ahead		
PRICE	Price controls covered appliances, radio and television, phonographs and electric house- wares		been lifted on ra- and phonographs	Controls on electric housewares may soon be lifted		
CREDIT	Regulations W (con- sumer credit) and X (housing credit) were in effect		has been lifted. has been suspended	Authority for Regulation W has expired; Regulation X on a stand- by basis		
PRODUCTION Severe cutbacks on the use of copper, steel and aluminum		percent of pre aluminum, alm steel (althou	day provide for 80 e-Korea copper and nost 100 percent of gh cashing in on llocations has been by the strike)	By the first quarter of next year manufacturers should get allot- ments equal to 100 percent of pre-Korea. Controls may be lifted completely by the second quarter		



AJESTIC Rotomatic LAWN MOWER

GETS 'EM ALL . . . Tall Grass, Weeds, Everything!

Majestic Rotomatic lawn mowers, regardless of their size, are unexcelled for the maintenance of beautiful lawns. They cut crab grass, mouse ear, chickweed, buckhorn, thyme-leaved, speedwell, broad-leaved plantain, and other growths that ordinary mowers will not cut. Only Majestic Rotomatic mowers do the complete job . . . give outstanding performance under all cutting conditions . . . spring, summer or fall . . . lawn or weeds. Sell the best, sell Majestic Rotomatic.

> DON'T MISS SEEING OUR NEW 1953 MODELS . . . THEY'RE REALLY NEW . . . THEY'RE OUTSTANDING . . . THEY'RE FULL OF NEW FEATURES . . . THEY'RE PRICED RIGHT . . . WE'LL LOOK FOR YOU AT THE -

> > NATIONAL HARDWARE SHOW **BOOTHS 422 to 427**

Grand Central Palace • October 6 to 10

Manufactured by 17, 19 and 22 inch Gasoline models available, with or without Rewind Starters. Also, 16 inch Electric model with 1725 RPM motor, and 18 inch Electric model with 3450 RPM motor. SILVER KING, INC.

6501 W. Grand Ave., Chicago 35, III.

RADIO-TV

End 17-Inch Sets

Magnavox has discontinued production of 17-inch TV sets because the small cost differential between 17-inch and 20-inch sets makes the smaller screen models relatively unattractive, president Frank Freimann said re-

Commenting on business expecta-tions for the fall, Freimann said that the firm exepects to record its largest sales volume since 1950. Orders received during the first two weeks of August exceeded any comparable period in the company's history.

RCA Sells KC2XAK

RCA's experimental UHF station in Stratford, Conn.-the only station in the country to transmit UHF programs on a regular schedule-has been closed and the equipment made available to a Portland, Ore., permit holder.

Thus, the pioneer equipment which built its reputation on the East Coast, may well become the nation's first commercial UHF station, operating from the West Coast. Since there is a shortage of UHF transmitting equipment, a number of permit holders had asked RCA for permission to buy the KC2XAK equipment. Hopeful that it could place the equipment where it would do the most good for the most people, RCA sold out to Empire Coil Co., which holds a Portland construction permit, the largest unserved television market in the country. The firm originally hoped to be on the air by election day but was able to begin limited operations in mid-September.

Radios-Still Selling

Don't sell radio short-it's likely to continue to produce retail sales of around a quarter billion dollars annu-

That's the opinion of Arthur A. Brandt, general sales manager for G-E's receiver department. pointed out that new models (clock-radios are an example), the existence of a large replacement market and the continued trend toward multiple ownership of radios will all contribute to building a "substantial annual volume."

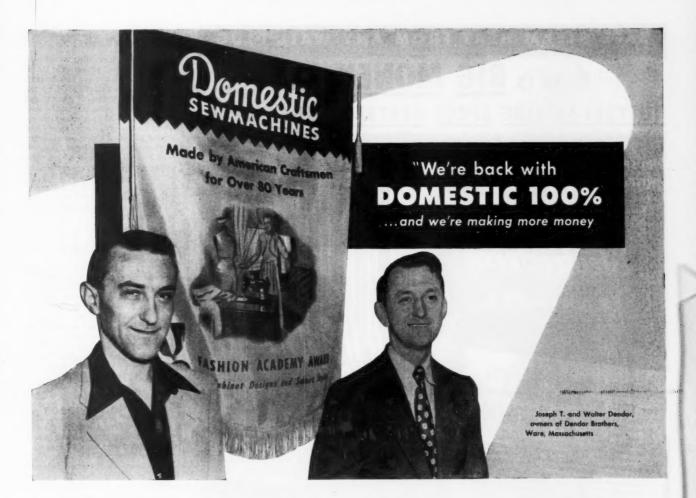
Separate Radio, TV

Philco Corp. has established a separate radio division in order to put greater emphasis on all phases of the firm's activities in the home and auto radio field. Formerly, radio operations were combined with television, which now receives separate status as the television division. William H. Chaffee has been named vice-president of the new radio division and Frederick D. Ogilby will head the television

17-INCH

GASOLINE

Model GSR-17-RW



take a tip from our experience - you'll be dollars ahead!"

"We took a chance on off-brand machines a few months ago," says Joseph Dendor, "but never again . . .

"We found out that to sell sewing machines profitably, we had to have a top American-made line of machines that lived up to its reputation as well as its advertising.

"We found out that we had to 'deliver the goods'... the models the customers wanted, when they wanted them.

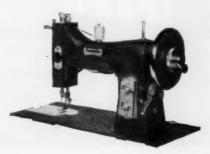
"We found out that we had to have an efficient parts and service organization behind us, and a distributor we could rely upon. "We found out... and we're back with Domestic 100%."

Take a tip from the Dendors' experience . . .

- Domestic Sewmachines are easier to sell
- Domestic customers stay sold
- Domestic margins mean fat profits

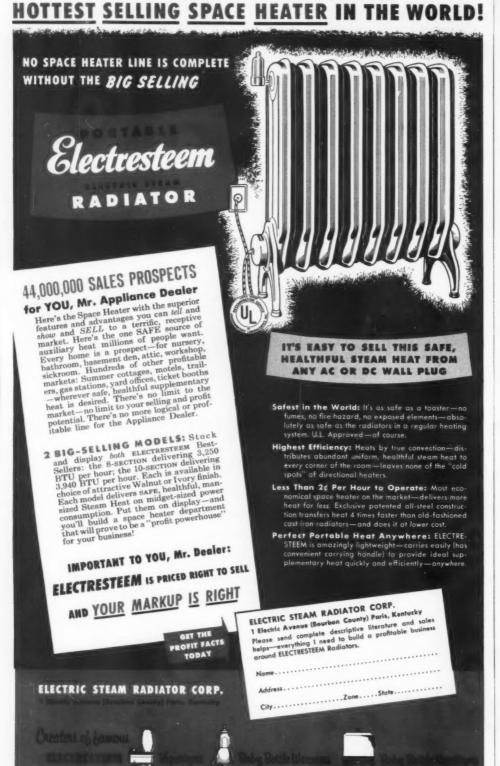
For information on the Domestic Franchise in your market, see your Domestic Distributor or write Domestic Sewing Machine Co., Inc., Cleveland I, Ohio.

Domestic SEWMACHINES



SAFE STEAM HEAT FROM ANY WALL PLUG

there is **BIG MONEY** in the



Phonos on All TV

The inclusion of either record playing equipment or phono jacks on all television sets is the aim of a cooperative effort being undertaken by the Record Industry Assn. of America and RTMA. Initial plans call for the reactivation of RTMA's phonograph industry committee. Only about four percent of new TV sets are manufactured with record players. (Early in 1950 over 20 percent of all sets were phono-equipped). Representatives of the RTMA set division, the Phonograph Mfrs. Assn. and RIAA representatives will be invited to an October meeting of the phonograph industry committee.

Explaining Service

Consumer magazine advertisements designed to explain the accomplishments and problems of TV servicemen to the general public were run last month by General Electric's tube department. The ads cite the rapid growth of television and point out the major investment required.

The ads, run in Colliers and Life, were built around the headline "America's Newest Profession Keeps 18 Million TV Sets Healthy."

Belmont to Raytheon

In a move designed to identify the company more closely with its trademark name, the television manufacturing subsidiary of Raytheon Mfg. Co. has been changed from Belmont Radio Corp. to Raytheon Television and Radio Corp. Present management and policies of the subsidiary will remain unchanged.

Scheduled Meetings NAT'L FARM ELECTRIFICATION CONFERENCE

Hotel Statler, Detroit October 20-21

HOME VACUUM CLEANING CONFERENCE

Vacuum Cleaner Mfrs. Assn. Hotel Commodore, New York City October 29

HOME LAUNDRY CONFERENCE

American Home Laundry Mfrs. Assn. Hotel Commodore, New York City October 30-31

NAT'L ELECTRICAL INDUSTRIES

Eastern Electrical Wholesalers Assn. 69th Regiment Armory, New York City October 21-24

NAT'L ELECTRICAL MFRS. ASSN.

Haddon Hall, Atlantic City, November 10-13

'5TH ELECTRICAL & HOME APPLIANCE SHOW

San Diego Bureau of Home Appliances November 28-December 3

CLEAR TRACK

... for your gravy train

There's nothing but big-profit traffic on the main line! This year more than two million American families — a good percentage of them right in your trading area — will step up to the big-ticket window to buy automatic water heaters. You keep your gravy train highballing on open track by merchandising the features that have kept Toastmaster-built water heaters out in front for 34 years. The longer-lasting Toastmaster Life-Belt* Element, for example . . . the optional pure magnesium Ionodic* Rod . . . the temperature selector dial. And the trade-famous Toastmaster 10-Year Service Warranty.

Arrange your time-table to have a talk with your Toastmaster* Water Heater distributor salesman. He'll clear the track for your gravy train!





TOASTMASTER

*Toastmaster, Life-Belt and lonodic are trademarks of McGraw Electric Co., makers of Toastmaster Water Heaters, Toastmaster toasties and other toastmaster punduets. Copyright 1952, by McGraw Electric Co., Chicago

Revolutionary **NEW heat control**

for space heaters eliminates wiring and thermostats



They'll sell like hot cakes to owners of space heaters listed below

A^T last! An automatic heat control that can be attached to oil burning space heaters in only a few minutes! More, it's priced at an attractive, low cost that every owner can afford.

For "round-the-clock" space heating comfort, there's nothing like this new A-P Comfort Control. It provides all the luxury of automatic, dial-controlled heat, exactly matched to any of the space heaters listed below. Customers save fuel

and enjoy the heat they select, with no peaks, no valleys. And it's so easy to install. Attaches with an ordinary screwdriver. Only two screws to tighten.

Cash in on the big season ahead with this extraprofit builder. Every spaceheater owner or customer will want it, once you demonstrate its many advantages. Write today for full details.



Complete Profit-Maker kit is yours for the asking. Dis-plays, stickers, folders, ad mats — everything you need to sell this great accessory. Send for your Profit-Maker kit today!

EASILY INSTALLED ON ANY OF THESE FAMOUS BRANDS PERFECTION

EASILY INS
ALLEN'S
BARNES
BENNER-NAWMAN
BEYER
COLE HOT BLAST
COLEMAN (Canada
CREST (Canada)
CREST-AIRE (Canada)
CREST-GREST (CANADA)
CR

ENTERPRISE (Conodo) ESTATE HEATROLA ESTATE MEATROLA
EVANS
EVEN-TEMP
PAWCETT TORRIDOIL (Canada)
FESS (Canada)
FLOOR-O-LATOR
FLORENCE
GILLEN
H. C. LITTLE
HERCO MEAT FLO
(Canada)

INTERNATIONAL KEMAC (Cana MARCHAND (MONARCH (COMONOGRAM NESCONORGE HEAT ORAN)

PERFECTION
PREWAY
QUAKER
QUAKER (Conoda)
SAFEWAY
SCOTSMAN
SIEGLER
SILENT FLAME
SILENT FLAME VIKIMATIC WASHINGTON FRUGAL

A-P CONTROLS CORPORATION

(formerly Automatic Products Company)
2406 N. 32nd Street, Milwaukee 45, Wis. • In Canada: A-P Controls Corporation Ltd., Cooksville, Ont.

MARKETING

Fall Outlook Bright

Experts look for pick-up in buying to continue at least through Christmas; manufacturers start upping production and some firms book record August orders

There's little doubt that the industry is entering the fall selling season in good condition. The mid-summer pick-up in sales shows no sign of fall-ing off until at least the holiday season and manufacturers are once again talking about stepping up production and shipping record-breaking orders. (It's difficult to measure the current

sales pick-up statistically. Appliance production figures are issued only on a monthly basis, are generally two or three months old by the time they are printed. And even the most re-cent available-those covering Julyshow production down somewhat from June's level. Plant shutdowns, however, probably more than account for this falling off, which in almost every case was less severe than that experienced in July a year ago)

Stepping Up Production. Early in September Frigidaire announced that it would add about 2500 employees within 60 days to its appliance and air conditioning production staff. Significantly enough, the firm explained the stepped-up production pace not only in terms of meeting today's demand but also as a means of rebuilding inventories for "increased 1953 demand for all products". Part of the increase is attributable to the fact that the firm is now producing its own clothes dryer and air conditioning units for 1953 GM models, officials said.

Late in August Alex Lewyt revealed that his firm was adding a second shift to step-up output of cleaners.

Wholesale orders for the month of August were the largest in the history of Arvin's electric housewares division, Gordon T. Ritter, division sales manager, reported last month. The firm expected heavy orders through September and October, Ritter said, and pointed out that he hoped the orders could be filled promptly "despite some concern over the availability of materials.

Production. While the most recent appliance statistics cover July, considerably more recent data is available in the radio-TV field where weekly reports are issued. By the end of August, weekly production of TV sets had climbed to the highest point of the year-144,212 units. This compared with 70,000 sets in the final week of July. Meanwhile factory in-ventories had been cut sharply from a mid-June figure of 445,000 to about 242,000.

Major appliance production in July was slightly below the levels set in June-but the drops were not as severe as experienced last year during the same period. Vacuum cleaner output dropped from 207,000 to 189,-000; freezers went from 99,000 to 90,000, refrigerators from 374,000 to 366,000, ranges from 88,000 to 84,-000 and washers from 274,000 to 207,000. But even with these declines, July output was ahead of last year. Washer production in July was 48 percent ahead of 1951, ranges

Big Order: 60 Cars of Freezers



LEE WILCOX, general manager of the Rand-Coolerator Insured Food Plan, Bellmore, Long Island, signs an order for 60 carloads of Coolerator freezers (five cars per month for a year) as Jack Walter, president of John W. Walter, Inc., New York distributor watches. Standing is Sid Handler, Long Island district manager for the distributing firm. The Rand plan is currently selling 200 freezers per month under its food plan and expects to hit its goal of 100 per week shortly.

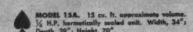
YOUR BEST BET!

Sub-Zero UPRIGHT FREEZERS

Here's the new, improved Sub-Zero line of upright freezers ... with new designs, new capacities, new construction. Non-rust aluminum cabinets with white baked enamel finish ... beautiful embossed aluminum inner doors ... every shelf a freezing plate for constant, uniform temperatures and sharper, faster freezing ... inner compartments for easy access, greater convenience. Check the Sub-Zero line today ... and discover why it's known as the last word in modern freezers.

ACE HIGH in

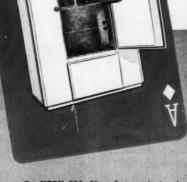
- DESIGN
 - QUALITY CONSTRUCTION
 - CONVENIENCE
 - EFFICIENCY



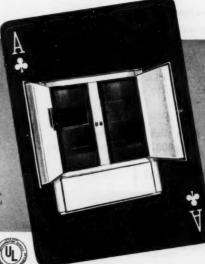
- MODEL 20A. 20 cu. ft. approximate volume
 1/2 H.P. hermetically sealed unit. Width 43"
 Death. 26": Height. 70".
- MODEL 25A. 25 cs. ft. approximate volume.

 1/4 H.P. hermetically scaled unit. Width, 50".

 Doubl. 20". Maints 72".



MOBSL 32A. 32 cu. ft. approximate volume
1/2 M.P. hormatically seeled unit. Width, 63"
Depth, 29": Neight, 72".



0 0 0

PIONEERS IN UPRIGHT FREEZERS SUB-ZERO

FREEZER CO., INC.

H.C. Little oil floor **furnace** exclusive features √ aid selling √ cut service √ boost profit

You can build a steady. high-profit volume with the nationally-distributed, nationally-accepted H. C. Little oil floor furnace -the FIRST completely successful oil floor furnace, the FIRST to be listed by the Underwriters' Laboratories -and today, after more than two decades, the recognized leader in its field!

100% ELECTRIC IGNITION and CONTROL SYSTEM

Completely self-lighting, self-regulating, self-stopping-no pilot light, no hi-lo fire!

100% NON-MECHANICAL BURNER

Not a pot burner, not a pressure burner, not a rotary burner-exclusive H. C. Little Progressive Low-Temperature design-no moving parts-burns lowcost furnace oil!

100% SURE OPERATION

Not even electric power failure can cripple this unit! Quick change to hand control is provided - automatic operation resumes when electricity comes on!





More than 200,000 H. C. Little installations!

The leader in home heating equipment since 1923!

For complete details on the profit-boosting H. C. Little Franchise . . . MAIL COUPON TODAY



San Rafael, California

H. C. LITTLE DISTRIBUTORS

ent, Mass leise, Idaha mbus, Ga. pit Lakes, Minn. st Orange, N.J. Seattle, Wash retteville, N. Car. Toledo, Ohio

Prescatt, Ariz. Rena, Nev. St. Lauis, Ma. St. Petersburg, Fla. Salt Lake City, Utah

H. C. LITTLE BURNER COMPANY, INC. SAN RAFAEL, CALIFORNIA

Please send us complete information on your OIL FLOOR FURNACES today.

were up 34 percent, refrigerators up 84 percent, cleaners up 17 percent and freezers up 58 percent. Totals for the first seven months of the year were generally below those of a year ago, but the gap between 1952 and 1951 was being narrowed. At the end of six months, for instance, washer production was 22 percent belief.

hind 1951. But by the end of July, seven month totals were only 17 percent behind the comparable period last year.

Dryer production managed to buck the downward swing in July, with production rising to almost 34,000 units, the best figure in three months and almost 29 percent ahead of July last Seven month output of dryers is 261.000 units, seven percent ahead of 1951. Also ahead of 1951 levels at the end of seven months is freezer output, with 1952 production being .38 percent ahead of 1951's seven

New Blanket Line

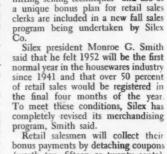
month figures.

A new line, new packaging and a new service policy on Tropic-Aire automatic blankets were announced recently by W. E. O'Brien, general sales manager for Toastmaster Products Division of McGraw Electric Co.

Principal emphasis is being placed on a new drawer-type gift case and storage container, O'Brien said. The package facilitates easy display at the point of sale; six blankets require no more counter space than one. For the consumer, the new box offers a clean, permanent storage container for home use.

Under the new service plan, distributors will be authorized to replace defective blankets immediately rather than returning them for repair to the factory or service station.

Spin the Wheel



A return to "fundamental, hard-

hitting selling techniques" and use of

Silex Sales Plans

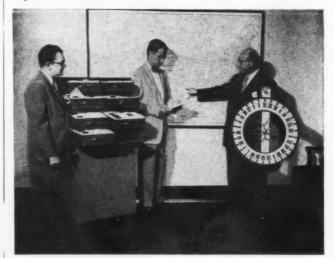
worth ten, fifteen or twenty cents) from Silex cartons and redeeming them through the manufacturer between December 1 and January 15.

In explaining the new sales program, Smith pointed out that "we are emphasizing the sales features which have made this company the leader in the vacuum coffee making field."

In order to allow retailers to capitalize on the gift market, the firm is stepping up production of its three gift packages, first introduced in April. September production on these items was tripled and Smith said he hoped to catch up on all orders by mid-October.

The company will also make an effort to "put the small dealer back into the Silex parts business." A parts display board will be given free to dealers ordering a parts assortment with an approximate retail value of

Calling attention to his company's continuing research program, Smith said that the development program on other products in the housewares and commercial fields will "begin to bear fruit in the early part of 1953."



WESTINGHOUSE OFFICIALS prepare to place phone calls to retail salesmen in all sections of the country to determine the 16 grand prize winners in "operation bing bong", the company's sales training program on ranges and refrigerators. During the entire campaign, over 4000 salesmen were called and asked to give sales talks on the range or refrigerator. Picking out finalists above are Robert Brook, range merchandise manager, Stan Stephenson, refrigerator merchandise anager and W. B. Creech, assistant sales manager for the appliance division. Winners got cash award, trip to Mansfield factory

Now millions of people know why *Coffeematic* is America's Favorite!

There's a Reason...

UNIVERSAL Coffeematic with the Exclusive Flavor Selector

* NO GUESSING

Automatically brews coffee to the strength you choose!...mild, medium or strong. You get the same perfect coffee every time.

* NO REHEATING

Automatically reduces heat when coffee is done... keeps it at perfect serving temperature until you're ready to pour.

* NO WATCHING

Coffeematic's exclusive Redi-lite flashes on when coffee is done exactly to the strength you've chosen. Only Coffeematic has it!

¥ NO BOWLS TO REMOVE

Coffeematic is complete in one unit. No extra, cumbersome bowls to remove. Make and serve coffee wherever there's an outlet.

No other coffeemaker, regardless of price can equal the Universal Coffeematic for features . . . for flavor and quality of the brew . . . for its completely automatic action!



FIRST in public preference

Millions of Americans have

bought Coffeematics . . . millions more are clamoring for this famous coffeemaker. Year after year sales have boomed because both dealers and consumers have recognized the value in the best. Millions of satisfied customers have built more sales . . . millions of ad impressions year after year have made Coffeematic a family name. Dealers have found it's easier to sell the Leader-First from any angle.

FIRST in advertising

FIRST IN SALES!

"KNOW-HOW" TO SELL COFFEEMATIC!

Peature the Leader ... America's Favorite Coffeema

Ask your distributor to show you this complete coffeemaker story, "It Took 1600 Years." See the comparison with ordinary coffeemakers. See the full color transparencies that show you how and why the Coffeematic outperforms any coffeemaker on the market. In five minutes you'll know why Coffeematic outsells every other!

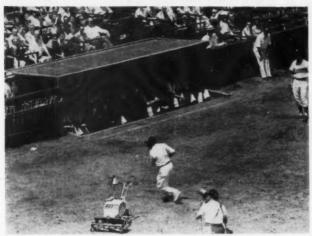
Over 87 Million Ad Impressions for *Coffeematic* in '52

ION - DOLLAR PARTY" ROLLS ON! Again, more ads, more promotions in the nation's top magazines. Month after month your customers see Coffeematic's exciting full-color ads in the magazines that SELL. Universal is keeping Coffeematic No. 1 in the public mind ... Keep it up front in your store for profits!

Promote America's Preferred Line of Electric Housewares



Remote Control Mower Steals the Show



THE ST. LOUIS BROWNS baseball club, apparently operating on the premise that they'll furnish fans with entertainment if not with a winning team, staged a demonstration of Reo Motors' "magic" remote control power mower as a pregame attraction recently. Here a groundskeeper attempts to corral the mower, which was controlled by an operator in the upper deck of the stadium.

Diminishing Market Ahead

Fewer marriages and less demand for housing can lead to lowered sales in next decade, expert says. The solution: diversify the product and the approach

Far fewer new marriages and less pressure for new housing in the next 10 years will lead to decreased sales of home furnishings and appliances.

That's the warning of Theodore H. Silbert, president of Standard Factors Corp., a publicly-owned company dealing principally in accounts receivable financing, factoring and installment financing.

The combination of fewer marriages and less demand for housing will provide an unpleasant surprise for manufacturers who expect to continue producing at their 1948-51 sales pace, Silbert warned.

He pointed out that under ordinary conditions, 500-600,000 new households are added to the economy each year but that in 1947 the net growth was 1.6 million, in 1948 it was 1.4 million and last year it was 1.2 million. But, Silbert continued, marriages-the fundamental reason for the creation of a new household-have fallen well below the peak rates of 1946 and 1947 and are now below the 1940 level. In addition, during the next six years, the population between 20 and 24 years of age will be about 10 percent below normal expectations (because of the lowered birth rate in the early 30's).

As far as housing is concerned, Silbert pointed out that in 1950 only 5.6 percent of married couples were without their own households; this was a record low and compared to an 8.6 percent figure in 1947.

Is there any solution? Silbert suggests that manufacturers must diversify their lines and advertising appeals in order to take in fields other than their particular specialty. Appliance manu-

facturers, for instance "might investigate the markets to see whether they could not produce other household items for which there is still a scarcity, or whether they can't produce industrial items.

Closing on a note of optimism, the report points out that there is no scarcity of purchasing power and calls attention to the fact that the \$17.5 billion rate of saving in 1952 will mean that 7.7 percent of income is being saved. In 1949 only 3.4 percent was saved.

First of the Great Advances

That's what its new "Wonderbar" refrigerator is, Servel tells the trade, as it hints at new designs and products to be introduced late this fall.

Servel, Inc., last month completed the introduction of its "second household refrigerator." At the same time the company, hinting at new products to be added to its line soon, unveiled a new advertising slogan—"Servel, the name to watch for great advances in refrigeration and air conditioning."

The "great advances" weren't identified as such but it was obvious that the firm was neck deep in expanding its product lines. Already announced, though not yet formally shown the trade, is a room air conditioner. Coming late in the year are a compressor-type electric refrigerator and a home freezer line including both chest and upright models.

Also coming in the 1953 line are some radical changes in refrigerators—but changes which Servel won't discuss right now.

Put the ballyhoo last month was centered on the new "wonderbar" portable refrigerator. Servel president W. Paul Jones has long contended that the refrigeration industry must soon begin selling a second unit for the home if it is to maintain its vol-

ume in the face of today's heavy

The Wonderbar as finally revealed last month looked like a piece of modern furniture. A drop front door revealed two cubic feet of storage space. The cabinet is of plastic and is available with or without removable legs. Basic price for the unit is \$149.50. Legs and casters cost \$10 more and blond or white finishes are \$10 extra. It is available in special colors on order.

Although much of the original publicity was on the "second unit per household" theme, it was obvious that

Servel was aiming at other markets in addition to the home. The units' uses in doctor's offices and in business offices were shown through illuminated color photographs. Special voltage models for use on boats and trailers are also available.

Officials suggested several locations for using the new unit as a second refrigerator. They include: the living room (for convenience in serving refreshments), the bedroom (for keeping baby formulas or medicine and juices for invalids), or the dressing room (for keeping cosmetics under refrigeration).

Literature by Mail

New Yorkers are scheduled to get their first taste of an unusual merchandising service this month when newspaper advertising for the National Advertisers' Consumer Bureau appears in metropolitan papers.

The Bureau, which sends prospective buyers an assortment of descriptive literature from competing manufacturers for a handling charge of ten cents, is scheduled to begin national ads on its service in November.

A customer interested in buving a refrigerator, for example, would send a dime to the Bureau (342 Madison Ave., New York) and receive descriptive literature covering several brands. Also included is the name and address of the nearest dealer, buying tips of general nature, and a questionnaire designed to provide market research data. If the prospect returns the questionnaire, she receives a credit certificate of one dollar.

Crystal Gazing: What the Market Will Look Like in 1960

Year	Automatic Washers	Conventional Washers	Dryers	Ironers	Refrigerators	Ranges
1952	1,387,500	1,433,300	503,750	216,400	3,566,600	1,156,600
1953	1,500,000	1,441,600	631,250	259,300	3,933,300	1,466,600
1954	1,612,500	1,448,300	647,500	271,400	3,510,000	1,503,300
1955	1,647,500	1,440,000	692,750	293,600	3,433,300	1,604,300
1956	1,848,750	1,413,300	833,750	344,300	3,650,000	1,960,000
1957	2,035,000	1,446,600	961,250	382,400	3,916,600	2,153,300
1958	2,190,000	1,496,600	1,060,600	421,000	4,116,600	2,321,600
1959	2,337,500	1,483,300	1,143,125	472,100	4,233,300	2,430,000
1960	2,481,250	1,516,600	1,261,875	523,600	4,483,300	2,563,300

A PICTURE of what the appliance business will look like in 1960 has been drawn by the market and research department of ELECTRICAL MERCHANDISING from information supplied by a number of manufacturers. The predictions, averaged out in the table above, indicate a steady growth for most appliances, although refrigerators and conventional washers will suffer some temporary setbacks in the mid-Fifties.

Sell the **Unsaturated Market for Plus Profit!**



Handyhot Portable Washer sales tap an unsaturated market! Millions of new mothers need the only washer designed to STERILIZE on the stove-top to protect baby's health, as well as wash snowy clean. Large washer performance, automatic timing, easy to store. 115 V. AC only UL appr.



AUTOMATIC MERCHANDISING WITH POINT-OF-SALE IMPACT CREATES "PLUS PROFITS" FOR HANDYHOT DEALERS!

Packed one to "Counter Merchandiser carton, Cat. No. 2602

The Handyhot Portable Electric Washer Counter Merchandiser Program is only one of a series of self-selling "Plus Profit" opportunities with Handyhot Specialties! Capitalize on your customers' "self-service" buying habits with these traffic-stopping Counter Merchandisers. Investigate TODAY! Write for FREE booklet telling the complete Handyhot Specialty Appliance story. Address Dept. EM-10.

ELECTRIC HOUSEWARES-FIRST CHOICE FOR EVERY GIFT OCCASION

CHICAGO ELECTRIC MFG. CO. . CHICAGO 38, ILLINOIS

Combination Ranges

A comprehensive study of combination ranges has been published by the agricultural engineering department of Virginia Polytechnic Institute. The study indicates that 190 of the 203 homemakers interviewed were "completely satisfied" with their combination range. Only five women went to the other extreme and were "completely dissatisfied".

In the author's foreword to the study, lack of promotional efforts are blamed for the fact that such ranges are not more widely used in rural homes that do not have the convenience of central heating.

One hundred and forty-nine of the 203 families were using an electric combination (with either wood-coal or oil as the heating fuel) and only 54 of the 203 were using a gas combination. Other questions covered reasons for purchasing a combination, the initial cost, cost of maintenance, operation and performance, advantages and disadvantages and points to be considered when buying such a unit.

Exclusive Outlets

Over 100 stores throughout the country will be selling Universal appliances exclusively by the end of the year, Morton L. Clark, president of Universal Major Elec Appliances, Inc., revealed last month.

revealed last month.
Each of the "Universal Appliance Centers" will carry only the Universal major appliance line, although a varicty of traffic appliances may be stocked. An established store can expect to do an annual volume of from \$200,000 to \$250,000, Clark said.

Key Dealer Pitch

A "key dealer packet" designed to help the distributor salesmen tell a complete story in a few minutes has been prepared by the Huffman Mfg. Co., manufacturers of Huffy power mowers. The packet includes a brief review of Huffy's "middle mower market" and outlines a merchandising plan for dealers.

Promotional Clock



AN ELECTRIC CLOCK for use as a promotional item is now being supplied Youngstown Kitchen dealers. The clock can be used as a give-away, as a prize, or can be sold at "low cost", Youngstown officials said.

A "THREE-WAY Partnership"



The American System of free enterprise is directly responsible for the phenomenal and rapid growth of this great country of ours. It is the result of individual initiative, courage, effort and skill. It has enabled us to enjoy the highest living standards. We have more of everything which contributes to human comfort, welfare and happiness than any other Nation on the face of the earth.

Basically the American system is a "Three-Way Partnership", consisting of Manufacturer, Wholesaler and Retailer. Each is dependent upon the other, and upon these three the National economy depends.

The Retail merchant is the most important member of this trio. He is the only personal contact between the consumer and the products of farm and factory.

We at ROYAL consider our Retail Dealers, our Wholesale Distributors and ourselves as one of the many thousands of "Three-Way Partnerships" in this great Nation.

Our plans for the future are definite. They call for an even closer cementing of the "Three-Way Partnership" of which we are so proud to be a member. Aggressive promotional, advertising and sales programs are in the making. Everything will be done to help ROYAL Distributors and Dealers sell more ROYALS and make more money.

YOU'RE RIGHT WITH ROYAL

... because ROYAL Cleaners are designed and built to give complete customer satisfaction. They enjoy a world-wide reputation for efficient, easy operation and long, faithful service.

YOU'RE RIGHT WITH ROYAL

... because comparison will prove that ROYAL Cleaners are today's finest quality, with full Dealer profit margins. You are not limited to selling just one type of cleaner. With ROYAL you have a model to suit every purse and meet every need. You can "sell 'em ALL when you sell ROYAL".

ROYAL Cleaners are MADE RIGHT, PRICED RIGHT, SOLD RIGHT!

ROYAL Cleaners are sold only through dependable local retail Dealers. Distributed by America's "blue chip" Wholesalers. Please write us for name of ROYAL Distributor in your locality.

ROYAL VACUUM CLEANER COMPANY

Cleveland 8, Ohio

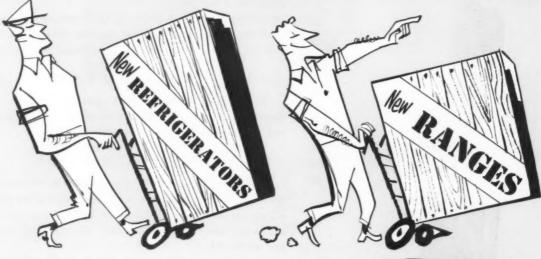
ROYAL
Since 1905

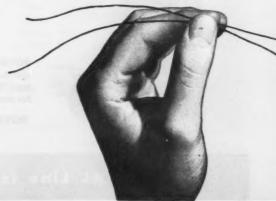
*The ROYAL Line is the Profit Line



Look what's happening

BIG NEWS AHEAD! COME IN AND SEE





OCTOBER, 1952-ELECTRICAL MERCHANDISING

THE GIBSON LINE FOR '53!



all with exclusive new Gibson features foreasier selling!

Watch the

See the new '53 line at your GIBSON DISTRIBUTOR'S OPEN HOUSE

He'll tell you when!

GIBSON REFRIGERATOR CO., GREENVILLE, MICHIGAN

Now-The Queen of Gifts!



Distinguished For Its Graceful Contour And Design... An Ornament To The Finest Table Setting

Like each of the other widely popular models in the famous EMPIRE Line of Fully Automatic Electric Percolators, this newest addition to the family makes "just wonderful coffee."... Every cup the same, every time!

- Simply plug it in no regulating!
- Automatically stops "perking"!
- Keeps coffee serving hot for hours!

Craftsman fashioned . . . Lustrous aluminum . . . Graceful black plastic handle.

To Retail at

\$9.95

With Cord Set (Slightly Higher in West)

EMPIRE "Aristocrat" Electric Toaster



Makes that golden brown toast everyone likes! Flat top keeps toast warm. Toast turns automatically by flipping doors. Extra large element. U.L. Listed. Finished in chrome and black.

No. 769—To Retail at \$4.50

EMPIRE Sandwich Toaster & Waffler

Makes 2 large or 3 small sandwickes—fries bacon, eggs, griddle cakes, grills steakes and chops—right at the table. Waffle grids removable and interchangeable. Cool plastic handles—smart chrome linish.

No. 788-Retailing For \$12.95



THE METAL WARE CORPORATION

NEW YORK

TWO RIVERS

CHICAGO Room 1411A Merchandise Mart

ASSOCIATIONS

Stage Radio Promotion



SUMMER SALES of radios were plugged in a promotion staged recently in Cincinnati by the Crosley Broadcasting Corp. in conjunction with the Cincinnati Electrical Assn. Marian Spelman, WLW singer, shows a display card to Edward McGinnis, manager of the Electrical Assn.

Brand Name Awards

Over twice as many entries are expected this year in the Brand Name retailer of the year contests sponsored by Brand Names Foundation Inc.

Officials of the Foundation pointed out that 6,000 entries were received last year. Any firm in 22 classifications of retailing can file for an award (stores which received a retailer of the year plaque during the past three years are excluded). No entry or registration fees are required. Entry forms and an informational kit can be obtained from the Foundation's offices, 37 W. 57th St., New York 19, N. Y.

Last year's winner in the electrical appliance classification was Roy W. Springer of the Ross Electric Co., Superior, Wisc.

Form Dealer Co-op

Ten independent appliance retailers in the Buffalo area have formed a cooperative group to handle their buying and advertising.

The group is known as Appliance Dealers Cooperative Stores, Inc., (ADC Stores). Results of the operation thus far have been "excellent" according to Irving Schultz, president of the group. Through collective purchasing the group hopes to be able to hold inventories at lower levels and through collective advertising they expect to enjoy the benefits of large scale promotions at a fraction of what such promotions might be expected to

Last month ADC began running two ads a week, varying from threequarters to full page in size and each playing up a single brand. In the fall the group plans to experiment with television and radio advertising. Plans also call for the use of special store

Coordinating the work of the group

is W. T. Lucas, a veteran in the Buffalo appliance picture, who was formerly with Bickford Bros., local distributors. Other officers of the group include Angelo Conti, Nat Scherer and Ed Watson.

SKCMA Meets

Members of the Steel Kitchen Cabinet Mfrs, Assn. gathered in Cleveland early last month for the organization's third quarterly meeting of the year. Those in attendance were told that 22 firms now belong to the organization and that several additional companies may join soon. The expansion of present activities and the inauguration of certain new ones was approved. A study of wage and employment conditions in plants of members who are interested in contributing data was approved.

The group's next meeting will be held in Cleveland on December 3. It will be the annual meeting.

Association News

Phoenix—Announcement has been made of the appointment of E. W. Cowdrey as manager of the Appliance Merchandisers Association of Phoenix. Cowdrey replaces Jack Canady.

Inland Empire—Aimed at giving local residents the latest available information of all phases of television, Inland Empire Electrical League and radio station KHQ have embarked upon a Saturday evening program of TV news.

Kansas City-The Electrical Association of Kansas City has announced the resignation of Robert J. Samson as executive manager. As of September 1, this position has been filled by



"WI IN LECTRIC COOK

Gets Top Christmas Billing!

........................







Automatic Waffler





ouble Griddle

It's like selling 4 appliances for the price of ONE

No wonder it's a Number One Christmas favorite in so many busy appliance sections! Gleaming glamor, cooking convenience, ample capacity for a crowd or a twosome. Sandwiches, steaks, pancakes, hamburgers there's no end to Lectric Cook's versatility. Converts in a jiffy to a fully automatic waffler with heat control and signal light. Sell it-and profit.

Arvin Electric Housewares are loaded with gift appeal!











\$9.95 to \$12.95

\$11.40 to \$34.95

Electric Housewares Division

Tousier, \$22.95

ARVIN INDUSTRIES, INC., COLUMBUS, INDIANA

Nationally Advertised in:















John S. McDermott who comes to the association from local radio station KMBC.

Boston-The Electric Institute of Boston has announced the details of fall meetings, courses and activities available to its membership. Of special interest is a series of six weekly sessions aimed at training appliance salesmen in the basic requirements of good selling techniques. Equally valuable to members will be an advanced TV service course covering general servicing problems likely to be met in the shop and field. Special emphasis will be placed on UHF techniques and problems.

Special meetings to be held are one by the air conditioning bureau, one by the electric housewares group of the institute, and a third at which members of the lighting bureau will

get together.

An adequate wiring course will be conducted in four weekly sessions dur-ing the month of October.

Retailers, wholesalers and utilities in the area will band together during the months from September through November in what is billed as the biggest merchandising and promo-tional campaign of the year with electrical water heaters being featured. Last announced activity of the year will take place during the New England Foods Exposition in October when the electric cooking school cake baking contest will take place.

Omaha-The Nebraska-Iowa Electrical Council has drafted a tentative promotional schedule to be followed by their membership for the balance of the year. First item on the fall agenda will be a follow up of last year's popular cooking school with an electric range promotion. During October a new home laundry campaign will be sponsored, followed by "Better Light-Better Sight" gram. December will find the NIEC embarking on vigorous Christmas gift campaigning with particular emphasis on electric blankets and electric housewares of all kinds.

Richmond-The membership of the Electrical, Radio and Refrigerator Club of Richmond was addressed during their dinner meeting of September 16, by Mort Farr, president of the National Appliances & Radio-TV Dealers Association.

Philadelphia-Embarking upon what it declares to be the most comprehensive dealer drive in its history, the Electrical Association of Philadelphia announces its aim of making all local retailers stores, "Headquarters for Electric Living". One feature will be specially made up window displays which will be available to the dealer whenever desired with EAP doing the installation. Another attraction will be a basic salesmanship course with participating dealers entitled to two enrollees each who will meet one night a week for a seven week period. Final phase of the promotion will be devoted to an electric range baking contest scheduled to be held in local church auditoriums during the period between October 1st and November

ELECTRICAL MERCHANDISING'S

ANNUAL JANUARY
STATISTICAL AND MARKETING ISSUE

for 33 years...one of your greatest sales tools...

00000



SERVING THE APPLIANCE-RADIO-TV INDUSTRY

in 1953 even more valuable

for getting your message to leading Dealers and Distributors

... ELECTRICAL MERCHANDISING'S January 1953 Statistical Issue

Right now is the time to plan your most powerful message to the 1953 Appliance-Radio-TV market... because ELECTRICAL MERCHANDISING'S Statistical and Marketing Issue is now being prepared.

The 1953 edition of the Statistical Issue will continue as the Industry's most valuable book in market planning. It will serve all phases of the industry in setting up distribution schedules, anticipating sales developments, and working out sales quotas. Manufacturers, distributors, and dealers – they all depend on this issue for market information.

You get the best picture of all the changing factors through this Statistical Issue. Announcements of new items, materials situations, credit and financial regulations – information on important things like these is necessary for intelligent sales planning; and information like this will be found in the 1953 Yearbook.

Where else does the Industry find, so easily and so accurately, statistical product reviews on all types of household electrical appliances? This annual Issue covers separate market studies on . . .

Room Air Conditioners
Steel Kitchen Cabinets
Electric Bed Coverings
Food Waste Units
Lamp Bulbs and Tubes
Power Lawn Mowers
Electric Shavers
Sandwich Grills
Broilers
Deep Fat Fryers
Mixers
Fans
Irons
Dishwashers
Waffe Irons

Toostore

Television Radio Washers Ironers Ranges Freezers Roasters Blenders Refrigerators Clothes Dryers Water Heaters Floor Polishers Space Heaters Electric Clocks Vacuum Cleaners Coffee-Makers

The vast amount of information contained in Elec-TRICAL MERCHANDISING'S Statistical and Marketing Issue is not a chance collection of data, nor a by-product compilation of material resulting from publishing the leading electrical journals. The Annual Statistical Issue is special edition — and a major undertaking. It's the fruit of a huge cooperative survey made by experienced editors devoting their full time to the industry. Thousands of questionnaires and interviews dig out the facts and authoritative figures you find in easy-to-use tables and charts. The suggested sales lines for 1953 are the compiled estimates and appraisals given in confidence by hundreds of the most important men in the field.

The standing that previous editions of the Statistical Issue has won throughout the Industry fully justifies all the work that goes into its preparation. And the various prizes this issue has won are gratifying recognition from the publishing industry of the merit of this annual edition.

Tangible evidence of the regard in which the Industry views the Statistical Issue is the volume of advertising it carries with 200 advertisers using display space in the 1952 edition. This single issue will give dealers more product information in its advertising pages than any other single issue of any other publication serving the field.

The Statistical and Marketing Issue — in effect the Industry's Fact Book — is your best single means of keeping your product brand name before the Industry. It is your best medium for keeping your sales structure — your outlets — aware of the competitive advantages in your product line and your policy.

It is important to you to make sure your story is in this most important single publication of the Appliance-Radio-TV Industry.

An Added Dividend without Added Cost

A feature of this January issue will be full Pre-Show coverage of the Chicago Housewares Show... complete exhibitor list, special features, and comprehensive last minute news round-up. You won't want to miss it.

Now is the time to make your space reservation for the January Statistical Issue

Closing Dates Copy to Set — December 1 Complete Plates — December 5



A McGRAW-HILL PUBLICATION . 330 WEST 42nd STREET, NEW YORK 36, N.Y.

ON THE LINE FOR YOU... Quicker Sales, More Volume! FOR SALES PEOPLE . . . A Direct, Money-Making Incentive!



cash in the pocket of every sales person . . . for the sale of Silex items (listed at right) between Sept. 1 and Dec. 31.

COUPONS WITH A CASH VALUE will be attached to each package from Sept. 1 on. Accumulate the coupons . . . mail to us. We'll send out a check promptly to your clerks for the coupons presented.

START NOW! Be sure everyone on the sales floor knows about this money-making opportunity! It's the answer to their need of "more money" at Christmas. It's the answer to your need of an evergrowing volume!

The FILEX Co., Hartford 2, Conn.

RMEL Holds Meeting

The 49th annual fall convention of the Rocky Mountain Electrical League was held at Glenwood Springs, Colo., September 7-10. Advance reservations indicated a turnout of well over 300.

Speakers included Merrill E. Skinner of Union Electric Co., St. Louis, George T. Bogard, manager of utility sales for G-E's major appliance division, Charles R. Long, Pacific Coast district engineer for Westinghouse's lamp division and B. L. England, president of EEI. A sound motion picture prepared by the EEI kitchen and laundry committee was also shown. Two general sessions were held on Monday with single sessions on Tuesday and

"Safer" Washing

Studies aimed at developing a "washability" test and a means of making transfer of germs during washing impossible are being conducted by the National Sanitation Foundation at the University of Michigan School of Public Health.

The American Home Laundry Mfrs. Assn. has contributed in sponsoring the research program and in

carrying out its studies.

The Foundation recently issued a formal report on the results of the completion of the first steps in its program of research on automatic washers. The report points out that while dirty clothes are potential incubators for disease germs that may or may not be completely destroyed through detergents and washing, there is no "alarming danger" in regard to present machines. In the interest of public health, however, NSF is attempting to "develop even safer means to make the transfer of germs in this manner impossible because of the danger that could develop, especially in public self-service laundries

If a washability test is devised, washing machines could be tested by NSF and a seal of approval issued for the

CARAFES

GIFT SETS

TON THE WAY

benefit of the public.

Researchers found that destruction of germs in clothes laundered in pub-lic establishments sometimes varied from a very low percentage up to 99 percent. They concluded that the most important single factor was the wash cycle. A good mechanical washing action in adequate hot water with an effective detergent will remove up to 99 percent of the germs.

NFEC To Meet

The 1952 meeting of the National Farm Electrification Conference will get underway in Detroit on October 19 and run through October 21. The first day's program includes a meeting of the steering committee and an informal discussion and social meeting in the evening. General and sectional discussion meetings are scheduled for the final two days of the conference. A "complimentary recreation hour" has been arranged for Monday evening, October 20. Headquarters for the conference will be the Statler Hotel.

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MORE TUBES! MORE POWER!

THAN ANY OTHER LEADING 17-INCH TV SELLING AS HIGH AS \$299.95





Fred Waring, director of the "Fred Waring Show"

TODAY'S GREATEST 17-INCH VALUE!

● Count the tubes (many are dual purpose)—count the rectifiers and circuit elements in this brand new G-E Black-Daylite TV table model! Then compare with any other leading make. There can be only one answer! Model 17T10 offers your customers more tubes, more power,

better performance than many 17-inch sets retailing for up to \$100 more! No wonder. It has the famous, fully-tubed, powerful chassis—tried, tested and proved in thousands of G-E receivers in TV's toughest reception areas. Call your G-E television distributor today.

General Electric Company, Receiver Department, Syracuse, New York.

\$ 19995*

NEW 17-INCH TABLE MODEL

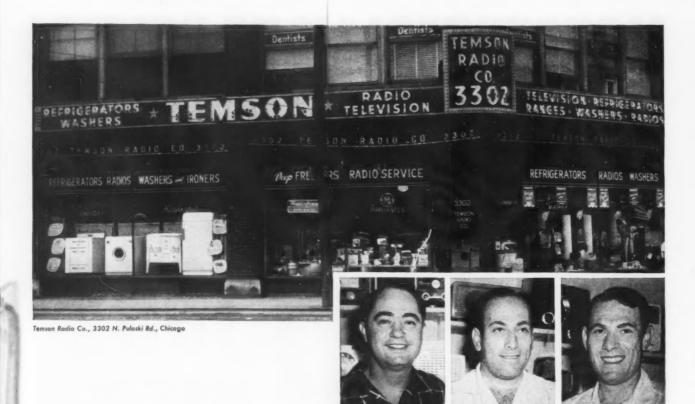
Beautiful mahogany finished cabinet G-E Glarejector Adaptable for UHF

*Includes Federal Excise Tax and one year Factory warranty on picture tube and 90 days on parts. Price subject to change without notice.

G. E.
PRE-SELLS
YOUR MARKET

* 64 MARKETS
* 191 STATIONS
* 120 SPOTS PER WEEK
NEW G-E ULTRA-VISION

GENERAL ELECTRIC



Shorter hours and more paythey make it work!

Streamlined selling methods bring in almost \$1,000,000.00 a year at Temson Radio, where the proprietors don't believe in long hours . . .

Out on Chicago's northwest side are three appliance salesmen who, like most people, favor shorter hours and more pay. But what's unusual about these three is that they're making it work.

How George and Howard Templer and Irving Wolfson, owners of Temson Radio at Milwaukee and Pulaski avenues, move nearly \$1,000,000.00 worth of appliances a year at maximum profit and with minimum effort is a study in streamlined selling full of ideas that pay off.

It doesn't take you long to see all there is to see on the surface at Temson Radio. It's a small store with only 2,500 square feet of floor space. But to quote Irv Wolfson, "These are some of the hardest-working square feet of space in the city of Chicago."

That, it develops, is the key to the efficiency of their operation. Every foot of space, every hour of time, must pay its way with interest. "We meet high operating costs by eliminating unnecessary overhead and wasted motion," Irv says.

"It's all part of a plan that began to take shape one day in 1945. At the time, George Templer and I both had jobs as managers of appliance stores. We got to talking and discovered that we saw eye-to-eye on selling methods.

"With the war just ended and people starved for new appliances, we decided it was the time to open a store of our own. So we formed a partnership— Howard didn't come in until 1947—and, using half of George's name and half of mine, we gave our place a name. Then in September of 1945, we started putting our ideas to work.

More profit per foot

"We got a good traffic location at the corner of a busy intersection. Our idea was—and still is—that "ADVERTISEMENT" you don't need high-priced space like this to stack crates and repair appliances. So we made our location pay off by using practically the entire area to display and sell appliances. We find it more economical to keep our extra stock in a separate warehouse."

Just as independent warehousing saves valuable space, it also saves time because each major appliance sold at Temson Radio goes directly from the warehouse to the customer's home. This eliminates handling of merchandise on the sales floor and frees the salesmen to spend more of their time in selling. In addition, it permits the display of a complete line of sample models in the store at all times.

By farming out their service work to distributors instead of supervising it themselves, they get along with a minimum of employees—just two besides themselves—and a minimum of overhead.

As to the quality of the service, George says, "No two or three service men in our employ could match the experience and know-how of the distributors' own service specialists on all of the lines we sell. And by delegating our service, of course, we get away from most evening and weekend work. We believe that too many hours are not only unpleasant but unnecessary."

Use time where it counts

In view of the care with which time is budgeted at Temson Radio, it is interesting to note that where customers are concerned, time is a minor consideration. Howard explains, "Appliances are bought for years of service. Nothing is more irritating to a prospect than to be rushed in her decision when so much depends on it.

"We know that it's to our advantage to see that the customer gets what will serve her best. And, since every customer has different needs and preferences, we take time to learn what model will prove most satisfactory before we make our recommendation.

"Sometimes we even pass up a sale in the customer's interest. If that may seem poor business, we've seen it pay off many times. It is convincing proof to the customer that we are not out to take her for every dollar we can get. Most prospects are on the defensive. Convince one you're on her side and, nine times out of ten, you've got a loyal customer from that time on."

The proprietors believe that outside selling crews have long since ceased to return a worthwhile profit. "When a popular new item hits the market—TV sets and home freezers, for example—public demand is great and canvassing pays off," Irv says. "But when the boom subsides and the replacement market sets in, people become more deliberate in their buying. Then the average house-to-house salesman can't close enough sales to earn a good living.

Some home calls necessary

"Our only calls on customers in their homes are made by women demonstrators whom we hire from our distributors. We find these contacts to be an absolute necessity to assure customer satisfaction, particularly when a customer buys an appliance like an ironer or an automatic washer.

"An ironer, for example, is almost useless to a housewife if she doesn't know how to use it properly. A thorough home demonstration can mean the difference between a happy customer, ready to recommend us to her friends, and a dissatisfied customer who could do us a great deal of harm."

In line with the Temson Radio program of sales efficiency, slow-moving lines do not last long here because careful checking of inventory turnover keeps valuable display space filled with merchandise of demonstrated popular appeal.

In advertising, too, George, Howard and Irving have definite ideas on how to make a dollar earn top returns.

Two-point advertising program

Because they believe that it's easier to hold an old customer than to get a new one, a large share of their advertising appropriation goes into a sales catalog which they distribute to customers. The mailing list includes families from almost every section of the Chicago area, many of whom have been dealing with Wolfson or one of the Templer brothers since before they joined forces in 1945.

The catalog is a highly professional job not likely to be discarded. It serves as a convenient shopping reference for customers and, according to George, frequently produces orders by telephone. An occasional mailing piece between catalogs announces new merchandise or attractive price reductions.

In addition, the store is an enthusiastic user of the Chicago Tribune's Selective Area advertising plan. Selective Area campaigns utilize the combined funds of dealer, distributor and manufacturer to buy bigspace, retail-store-type ads in Chicago's most widely read newspaper.

Under a zoned circulation arrangement, each participating dealer gets practically the full benefit of the advertising in the trading area adjacent to his



George (left) and Howard Templer look over one of their Selective Area ads in the Chicago Tribune; They use as many as five pages a month under the Tribune's plan.

store. Yet his share of the cost is as low as for conventional co-operative advertising.

Ads in tune with the times

Irv Wolfson says of these campaigns, "They do a job that must be done to sell appliances in volume today. More than ever, people make their buying decisions and even do their shopping at home—thru advertising. They've come to realize that almost any name brand is good merchandise. So these days

you're primarily selling a name.

"Selective Area campaigns in the Tribune do a big job of getting across to our prospects the selling features of the brands we carry. And at the same time, they direct the interested prospect into our store. At such low cost, they can't help but pay off.

"We use as many as five Selective Area ads a month with manufacturers like Crosley, Admiral, G.E., Stromberg-Carlson and Hotpoint. I guess that shows what we think of our results."

MANUFACTURERS:

To sell more to your dealers today, give them the kind of selling help they understand and appreciate.

You do so when you build your Chicago promotion around the Tribune's Selective Area plan.

Thru Selective Area, you enable your dealer to use his own advertising funds to greatest advantage. He gets big-space advertising with a hard-selling, retail store type approach. It appears in the medium he knows as Chicago's No. 1 mover of hardlines merchandise—the newspaper which reaches more of his best prospects.

The dealer gets virtually the full benefit of the advertising in his own trading area. And yet his cost is as little as one per cent of regular card rates.

Here is the kind of advertising that gets the dealer support you want. And the dealer's added attention to your line pays off in more sales for him and bigger factory shipments for you.

So successful has the Selective Area plan operated that more than \$2,500,000.00 to date has been invested in it by dealers, distributors and manufacturers in the appliance field alone.

To sell more in Chicago, help your dealer sell more in his neighborhood thru the Selective Area plan. Get the details from your Chicago Tribune advertising representative today.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPE

Chicago Tribune Advertising Sales Representatives:

hicage New York City
W. Dreier,
B. P. Struhenck
220 E. 42nd St.

Detroit W. E. Bates Penobecot B San Francisco Fitspatrick & Chamber 155 Montgomery St.

Les Angeles
Fitspatrick & Chamberlin,
1127 Wilshire Blvd.

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.
"ADVERTISEMENT"



Represented in the South by: Floyd Fausett & Son, Atlanta, Ga.

PROMOTIONS



A SPACE HELMET and rocket ships are among the 21 items included in a Space Ranger kit being used as a traffic builder by Sylvania

Rocket to Space

In a Buck Rogers space helmet William Stroben, Sylvania's ad manager for television, looked self-con-scious, but he was dead serious as he outlined for reporters last month the biggest traffic building promotion ever put on in the television in dustry

The cardboard hat was one of 21 items, contained in a Buck Rogers Space Kit which Sylvania dealers will give to all children who bring in their parents for a TV demonstration before

Christmas.

From Stroben's explanation it was clear that such items as dynagators, chronoscopic space compasses, rocket launchers, flying saucer pistols, and space phones (all of which are action toys) are not symptoms of a promo-tional flight into unexplored space. Behind the campaign, which Stroben reluctantly admitted will cost Sylvania "in the neighborhood of \$500,000" was good business logic-the facts that some \$40-million in space toys will be sold this Christmas, that space adventurers are pushing cowboys off comic books and TV screens, that flying saucer scares and rocket experiments have much of the nation space conscious, and that 74 percent of all TV owners have kids who would be in-

trigued by space toy giveaways.

Availability of the one-million space kits (cost to dealers, 15 cents each) will be advertised to the people that count -the kids-in Boys' Life and comic books, as well as in Life and Sunday supplements. Advertising, said Stroben, "will take advantage of the effect that children have on the purchases of TV sets" and will be supported by window displays, wall banners (all free to dealers), ad mats, radio and TV spots on a local basis, co-op advertising, direct mail pieces, handbills, dealer sales meetings, and a window display contest with prizes being awarded in each of the company's 60 television distributing areas.

To dealers and the press it looked like a good promotion. The only hitch, as Stroben admitted, might be that some adults dragged to stores by their children for the Halolight demonstrations, might have some difficulty in assembling the complicated cut-outs of outer space.

DEALERS DISTRIBUTORS

See Page 17

for the advertisement which will also appear in the Sept. 29th issue of

LIFE

Be sure to get

TIE-IN DISPLAY MATERIAL

Write to ...

Dept. EM 634 Keefe Ave.

Milwaukee 12, Wisconsin

ZENITH is bringing you just what you want for CHRISTMAS



A big "Christmas Window" display package that will pull more of those holiday shoppers into your store!

Your Zenith Christmas Package Features: All-new 1953 Zenith Radio and TV, the sets with the quality that sells.

Your Package Includes: Everything you need to turn window shoppers into Zenith customers.

8-foot cardboard Christmas tree and background • Individual product displays • Product story imprints • Plenty of Red and Green crepe paper ribbon • Decorative Box Wraps • Icicle trim
 • Red satin ribbon • Christmas Bells • Metallic snowflakes.

Your Total Investment Is: One window. Your Zenith distributor salesman will show you how you can adapt all the materials in the package to fit your particular window.

It's truer than ever at holiday time...

FOR SELLING QUALITY, FEATURE ZENITH





© 1952, ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS

Be sure to see the New 1953

Luxuri-Line

FLORENCE GAS RANGES

Riviera Series • Monterey Series

presents with pride the

specially designed





great new Riviera and Monterey

for faster sales today!

Luxury Appearance
Feature Packed
Competitively Priced
Nationally Advertised
Quality Built

Florence - Leading in Value for 78 Years

Phone, wire or write nearest Florence office for information

FLORENCE STOVE COMPANY... General Sales Office and Plant: Gardner, Mass. Mid-Western Plant: Kankakee, Illinois, Southern Plant: Lewisburg, Tenn. Other Sales Offices: 1 Park Ave., N.Y.; 1459 Merchandise Mart, Chicago, 469 Western Marchandise Mart, San Francisco; 53 Alabama St., S.W., Allanta; 301 N. Macket St., Dallas.



DEALERS ACCLAIM NEW TELE KING RADIOS

Music Show Brings **Enthusiastic Approval**

Premier Showing at National 26th St., N.Y.C. has entered the radio manufacturing field, with the first public showing of its new plastic table models to the National Association of Music Merchants, held at the Hotel TELE KING, INC., of 601 West New Yorker, July 28-31, 1952.

The dealers who inspected the sets KING sets aggressively.

praised their sleek styling, their decorator colors, their static-free reception, and the other distinctive features that go to make these sets so salable. In addition, they were delighted to note TELE KING's continuation of its policy of offering the highest mark-up in the industry - another profitable incentive for dealers to promote TELE



Tele King STAR PERFORMER" LINE

It's TELE KING's new radio line in smart, enduring, handsomely designed plastic! Priced right and made right, this quality radio, reflecting TELE KING's famed individual styling, and featuring light, bright, cheerful decorator colors, is engineered with the skilled hand of the craftsman and fulfills the American family's evergrowing demand for a better, more economical radio in the kitchen, bedroom, playroom and den.

More important to you, these star performers are now available in every area. In non-TV localities, the line serves as an excellent salesman, introducing the worldfamous TELE KING name and opening the door to the TELE KING TV sets which will soon spread to these markets with the opening of new tele-stations.

Dealers who know TELE KING's TV sales policy offering the highest mark-up in the industry - know the great profit potential of this new line. Get to know it, too. (KD 11X) 21" TV, Phono, Radio Combination. The com-plete home entertainment unit. Also in limed oak.



CORPORATION 601 West 26th Street, New York 1, N. Y

More Laundry Ads

Six month totals for newspaper advertising show substantially heavier volume of ads on home laundry equipment and decreased volume of range and refrigerator insertions. The totals were compiled recently by the Advertising Checking Bureau, Inc., Chicago.

Dealer and national advertising of all types of washers in 81 key cities was 726,803 lines (up from 565,000 in 1951 and 720,000 in 1950). Automatic washer advertising rose sharply while conventional washer ad volume fell. Dealer and national advertising on all types of dryers in 71 cities totaled 80,757 lines (compared to 46,000 in 1951). Both electric and gas dryer advertising showed increases over last vear's levels

Refrigerator linage this year fell to 1,537,034 compared to 2,047,000 last year. The refrigerator totals cover 110 cities. Range advertising increased slightly, going from 193,307 to 195,-852. Data on range advertising covered 68 cities.

Plan Helps Churches

Officials of Estate Stove Co. report "excellent results" from the firm's participation in a "church help plan" sponsored by Christian Herald mag-azine. Under terms of the plan, purchasers of Estate ranges are entitled to three percent of the retail price to be sent as a contribution to the purchaser's church. The three percent contribution represents a cooperative split between dealer, distributor and manufacturer and is secured by sending a duplicate copy of the sales slip to the magazine. The plan has ento the magazine. The plan has en-rolled over 10,000 churches with the total expected to hit 15,000 by year-

Continue Gift Drive

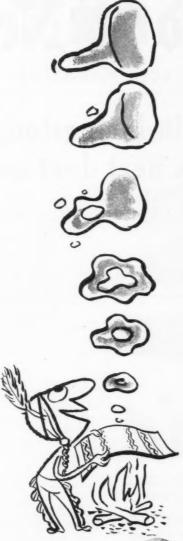
Distribution of a tie-in kit for retailers enabling them to participate in the fall-Christmas phase of the electric housewares industry gift campaign will begin this month.

The kit, prepared under the direction of the electric housewares section of NEMA, contains a promotional sales planner, two three-color streamers, and a three-color poster. Distri-bution will be through local area committees and electric leagues to distributors and dealers.

Matted ad headings with Christmas themes are being distributed to 825 daily newspapers.

FOA Launches Paper

Freezer Owners Assn. of America, has launched a new publication, "Home Freezer News" under the editorship of Marie Armstrong Essipoff. The magazine will be available not only to consumers who buy their freezers through FOA but also to anyone who wishes to subscribe to it. It will contain recipes, hints on storing foods and information on the best seasonal buys.



Winter Paleface Come. Up Go Westinghouse Sun Lamp Sales You Make Much Wampum.

THEY READ. So will you when you see the gorgeous tanned beauty in the full-color, full-page Westinghouse Sun Lamp ad come December 8th LIFE.

THEY WANT. And no wonder. The special Clip-on Sun Lamp Holder is being offered for only 35¢ with a Westinghouse Sun Lamp carton top. They mailittous. You just make profit.

THEY BUY. Just watch. Stick this colorful 11 x 14 card on a display of Westinghouse Sun Lamps. It'll stop palefaces like an ambush.



Don't get caught off the profit-path. Return this coupon now!



Westinghouse

WESTINGHOUSE	LAMP	DIVISIO

BLOOMFIELD, N. J.

- Yes, I want the Sun Lamp Display Material
- Yes, I am interested in handling Westinghouse Sun Lamps

NAME

COMPAN

.....

~~~

STATE

## APPLIANCE DEALER

NEWS ABOUT THE PEOPLE
YOU KNOW AND
THE PRODUCTS THEY SELL

# eighborhood Ni

# Leading appliance dealer, in Livingston, N. J., wants a supermarket as next door neighbor

# APPLIANCE DEALERS WILL DISPLAY REPRINTS OF ADS IN MAGAZINES THAT MOST CUSTOMERS READ

In the new, nationwide continuing survey conducted for Family Circle, only 35% of the appliance stores interviewed had reprints of magazine appliance advertising on display.

No.

But when the store owner was asked, "If you knew that many of the people who pass or shop in your store read a particular magazine, how would you feel about having reprints of appliance

advertising in that magazine to display in your store or in your window?"—almost twice as nany of these same appliance store owners said they would like to display reprints of that odvertising

According to the survey, appliance dealers say that their best potential customers are families who shop in supermarkets and chain grocery stores. Family Circle is sold in all 8,500 stores of 14 leading grocery chains. This means that Family Circle is read by your best potential customers—supermarket shopping families who live close to your store. It will pay you to get Family Circle's FREE display cards shown on the opposite page.

# FAMILY CIRCLE—WITH 4,000,000 READERS—SCORES BIGGEST CIRCULATION GAIN OF ANY MAGAZINE

Family Circle magazine gained more new readers than any other magazine in the country, in the past year, according to latest circulation figures.

Family Circle guarantees a circulation of 4,000,000 (A.B.C.) copies a month, effective January 1953. This is the largest circulation of any supermarket magazine, and ties Family Circle for fourth biggest of all magazines in the country.

The first women's service magazine to be sold exclusively in chain grocery stores and supermarkets, Family Circle celebrates its twentieth anniversary this fall. It is bought by housewife-shoppers in 8,500 supermarkets and chain grocery stores located in 48 states and Canada.

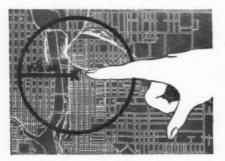
"If I were relocating my store, I'd move as close as I could get to a supermarket," said appliance dealer Jack Roseman when asked by Family Circle magazine what he considered the best location for an appliance store.

Mr. Roseman, co-owner of the Northfield Supply Company, 517 South Livingston Avenue, Livingston, New Jersey, gave as his reason "the heavy consumer traffic attracted by a supersupermarket than in any other store in the community, he feels, makes a nearby location highly desirable.

As part of Family Circle's nationwide continuing study among neighborhood appliance

market." The fact that more people shop in the

As part of Family Circle's nationwide continuing study among neighborhood appliance stores, a survey of Mr. Roseman's most recent customers showed that 91% live within 1½ miles of the Northfield Supply Company. Mr. Roseman had previously guessed that the distance was at least 5 miles.



#### APPLIANCE ADS IN FAMILY CIRCLE REACH YOUR BEST CUSTOMERS

Family Circle's nationwide continuing survey shows that appliance dealers believe their best prospects and customers are to be found among the families that shop in supermarkets and chain grocery stores. Every Family Circle reader is a supermarket shopper.

Family Circle reaches the very people who are the sales target of neighborhood appliance dealers. According to Family Circle's recent survey, 73% of appliance store customers live within 1½ miles of the store where they buy appliances. Family Circle readers also live in the very same neighborhoods where the majority of appliance store customers live. Family Circle offers customer concentration in the neighborhoods around tens of thousands of appliance stores!

Since most appliance dealers can't very well relocate their stores next to these supermarkets, the question of how to reach these supermarket customers is of great importance. One highly effective way is for appliance manufacturers to advertise their appliances in Family Circle. For this big, colorful women's service magazine is sold only in supermarkets and chain grocery stores, and plays a strong part in molding the brand-purchasing decisions of almost 4,000,000 supermarket shoppers.

#### Family Circle Readers Concentrated in Same Neighborhood

The study also showed that 95% of the housewife-shoppers who bought Family Circle in the supermarket near Mr. Roseman's store live within 1½ miles of the supermarket. 2 out of 3 of these same Family Circle reader-families live within 1½ miles of Mr. Roseman's store. Family Circle reader-families live in the very same neighborhoods where the majority of Northfield Supply Company customers live.

Northfield Supply Company customers live.

Results of Family Circle's nationwide continuing study among neighborhood appliance dealers show this same pattern of customer concentration in other cities across the country. A majority of Family Circle reader-families, all supermarket shoppers, live in the same neighborhoods close to an appliance store, where the majority of appliance store customers live, too. Appliance advertising in Family Circle is read by the families appliance dealers say are their best prospects and customers.

#### CALORIC CONTINUES FALL CAMPAIGN IN NOVEMBER FAMILY CIRCLE

Caloric Stove Corporation continues its fall advertising campaign in Family Circle with a two-thirds page, two-color advertisement in November. Lewyt Vacuum Cleaners, and General Electric Irons are also advertised in this issue.

Chambers Gas Range, and Consolidated Sewing Machines are other appliances that almost 4,000,000 reader-families will see advertised in November Family Circle.

FAMILY CIRCLE is sold in all the stores of these 14 leading grocery chains: Albers, American, Bohack, Butt, Dixie Home, First National, Grand Union, Hill, Jewel, Kroger, Red Owl, Safeway, Weingarten, Winn and Lovett.

#### Your best customers read Family Circle

Housewife-shoppers buy Family Circle in the supermarket or chain grocery store right in your neighborhood. Three out of four of these women live in your neighborhood. They are your customers. It will pay you to feature the appliances advertised in Family Circle.

#### GET FREE DISPLAY CARDS FOR YOUR COUNTERS AND WINDOWS

All ads on this page appear in the November issue of Family Circle. Let us know which ads you want, and we will mount them on display cards and send them to you FREE. Drop a post-card to: Merchandising Department, Family Circle, 25 West 45th Street, New York 36, N.Y.







#### JULIUS KLEIN CALORIC STOVE CORP.

"We advertise Caloric ranges in Family Circle because we have good reason to believe that the housewives who buy the magazine are the neighborhood shoppers our dealers count among their best customers."

Lewyt vacuum cleaners—with "no dust bag to empty"—tells this strong sales story to the almost 4,000,000 housewives who'll buy November Family Circle in supermarkets all over the country.







...LEWYT







Two out of three Family Circle readers do all their laundry at home. To iron 's faster —with a G.E. iron—will appeal to many of them.

Appliance advertisers
using sectional editions
of Family Circle:

ILLINOIS CORP. "Chambers Range" is advertised in the edition of Family Circle sold in all Jewel stores.

CONSOLIDATED SEWING MACHINE CORP. "Viking Sewing Machine" is advertised in the editions of Family Circle sold in all Safeway-California and Kroger stores.



### Live and Learn

Sometimes you have to learn the hard way. But why in appliance sales? Orders are often lost just because the salesman can't tell the prospect the good points of his merchandise. One of the most important is the material used in a product. Stainless steel, for example, gives you a talking point that is second to none. Here are questions you may be asked about stainless steel—and the correct answers:

- Q. Just what is stainless steel?
- A. It's an alloy steel containing 11 per cent or more of chromium. Other elements such as nickel are often included to give it special properties, but it's the chromium that makes stainless steel "stainless."
- Q. Do products made of stainless steel cost more?
- A. Not always. And even when the first cost is higher, they're a better buy in the long run. For Armco Stainless is a permanent investment—solid rustless metal all the way through with no plating to wear off.
- Q. Are foods safe for use after contact with stainless?
- A. Yes. Foods are not affected by stainless steel; they don't get a "metallic taste."
- Q. Is stainless steel easy to clean?
- A. Very easy. Usually soap and water will do the trick. Use ordinary household cleansers when necessary. Sterilizing and cleansing agents properly used don't affect this attractive gleaming metal.
- Q. Will stainless steel stand up under hard usage?
- A. It will. Stainless steel is exceptionally strong, durable and heat-resistant.

There's your sales story. Simple—and effective, too. Use it to show your customers that Armco Stainless Steel can't be beat for its multitude of applications, such as range burner bowls, broiler pans and grids; kitchen sinks, refrigerator parts, dishwashers, washing machine parts, holloware and tableware.

#### ARMCO STEEL CORPORATION

4372 Curtis Street, Middletown, Ohio • Plants and sales offices from coast to coast • Export: The Armco International Corporation



#### Free Freezer for Prospects



TO BUILD PROSPECT LISTS for a food freezer plan sponsored by Big Star super markets in Memphis and dealers handling the Chill Chest line of freezers, an eight cubic foot freezer was given away in each of the 28 Big Star stores during July. Under the freezer plan, the dealer sells a freezer stocked with Big Star brands. The dealer pays the grocery for the food, financing the consumer's food purchase on a four to six months basis. In the picture above are Tom Holloway of the Wallace Johnston Distributing Co., W. E. Hellums, a Big Star store head and J. R. Hyde, Sr. of Malone and Hyde, wholesale grocers.

#### **Promotion Briefs**

- A fall promotion on infrared heat lamps is being sponsored by Sylvania's lighting division with ads in national magazines and full length commercials on the "Beat the Clock" TV show. In a unique contest, consumers are being asked to describe new and unusual uses for heat lamps.
- An "Odorout" lamp set is being given as a free premium to purchasers of either of two Westinghouse cleaners in a fall sales drive. Featured in the offer are the F-11 upright and the T-4 tank cleaner.
- Twenty radio and television personalities are appearing on a variety of merchandising materials being used by General Electric's receiver department in its third annual fall "On the Air Bandwagon" promotion which marks the return to the air of the leading network shows.
- A three-month "fall festival" program which is closely tied to holiday meals and ways in which electric appliances can be used in preparing them has been announced to distributors and dealers by Hotpoint.
- An extensive pre-Christmas advertising program designed to promote the company's entire consumer line has been launched by Arvin Industries, Inc. Distributors and dealers have received a fall and winter "merchandiser" which explains that a total of 65 consumer ads will appear in 16 magazines during the September-December period. TV and radio lines will receive the bulk of space contracted for.

- ◆ A new advertising campaign calling for ads in four leading consumer magazines has been announced by Sparton for its 1953 television line. The ads are built around the theme "how to get your money's worth out of TV" and employ a picture-caption technique to explain features of Sparton sets.
- Bendix washers and dryers (or replicas of these appliances) will be displayed in 15,000 supermarkets during the month of October as part of a cooperative promotion with Rinso. Over 200 washer-dryer "perfect pairs" will be given to winners who best explain "Why I Vote for Rinso."
- A phonograph cartridge promotion backed by national advertising has been launched by Electro-Voice, Inc. As part of the plan, E-V cartridges are being packaged in new self-stacking plastic boxes. A new point of sale merchandiser and a variety of advertising and promotion materials are available.
- A \$50,000 contest to find the typical "American Made" fashion will be conducted by Free-Westinghouse and New Home Sewing Machine Co. in October and November. Choice of the style must be accompanied by a 25 word statement on why the selection is a typical American fashion. Mass media advertising will be used to promote the contest.
- General Electric's lamp division has announced details of two promotions. The annual "bulbsnatcher" promotion got under way last month with radio spots in major marketing areas, magazine advertising, newspaper ads in 93 papers and commercials on "Informa-

# Another case history of the Profitable Magnavox Franchise

"Our Magnavox sales represent 84% of our Television-Radio-Phonograph volume—despite the fact that we sell three other big-name lines."



ab Inchagian Prosiden
Mehogian's, Phoenix, Arizona

AND Magnavox makes another all-important contribution to
 Mehagian's, a home furnishings store which caters to a distinctive clientele... Magnavox builds prestige for the entire store.

#### • In President Mehagian's words:

- "I consider Magnavox to be the most highly honored franchise in our store. It has brought both prestige and profit to our organization and the enthusiasm for your products increases each year. This enthusiasm for the Magnavox line is shared also by our entire store personnel.
- "In 1951, our purchases from Magnavox were considerably greater than from any other source

serving our store...our Magnavox sales represented 84% of our total television and radiophonograph volume.

• "We have followed the pattern outlined by your fine company in regard to the merchandising of television and it has led to a *profitable* operation in this highly competitive business and changing market."

the magnificent Magnavex

television - radio - phonograph

COAST-TO-COAST THE STORY IS THE SAME... for a sound, profitable, long-term business, Magnavox is the BEST franchise.

THE MAGNAVOX COMPANY, FORT WAYNE 4, INDIANA . MAKERS OF THE FINEST IN TELEVISION AND RADIO-PHONOGRAPHS

## New LOW PRICE! Same

TABLE TOP WORK SPACE

#### SELECTO-DRY

No guessing about control and dial settings with the Thor Automatic Clothes Dryer. Just set and forget it ... the clothes will automatically shut off the dryer when they have reached the desired degree of dryness.

GAS OR ELECTRIC





VACUUM DRYING

DESIGNED FOR EASY VENTING

EXTRA LINT TRAP

EASIER LOADING
EXTRA LARGE DOOR

## HIGH PROFIT MARGIN!



### **AUTOMATIC CLOTHES DRYER**

"THE DRYER YOUR CLOTHES TURN OFF"

with a...

Brand-new Merchandising Plan

Brand-new Selling Strategy

Brand-new Competitive Edge

FOR EVERY Thor FRANCHISE DEALER!

Ask your Thor distributor salesman for details



Now's the time to feature Thor's Automatic Clothes Dryer as a Christmas gift for the family. Recent surveys show that nearly 20% of families purchase major appliances as Christmas gifts. Order your Thor Dryers today . . . and let Thor's new selling program build extra Yuletide profits for you!



Thor CORPORATION, Chicago 50, Illinois

#Reg. U. S. Pat. Off.



When does a good selling feature become even better?



When
Arthur Godfrey
tells millions of
women all about it

"Arthur Godfrey Time"

presented by Fiberglas

on CBS TV and Radio



\*Fiberglas is the trade-mark (Reg. U. S. Pat. Off.) of Owens Corning Fiberglas Corporation for a a swell feature to have ... a swell feature to sell ...



tion Please". Also announced was a photoflash contest focused on Halloween snapshots. Amateur photographers can earn one of 200 merchandise awards for taking a Halloween picture and submitting it in the unusual contest.

- Fresh'nd-Aire Co. has announced a special dealer purchase plan on its two speed heater fans and humidifier. Dealers who buy four heater fans cam the right to get a fifth at nearly 40 percent less than dealer price. Purchase of two humidifiers cams the right to purchase a third at a similar discount. A series of local newspaper promotions has been scheduled for the fall months on the humidifier.
- The appliance divisions of G-E will assume sponsorship of a new half-hour TV show starring Joan Davis on October 15. The major and small appliance divisions will alternate weekly sponsorship of the show over the NBC network.
- Coolerator has distributed an election promotion package to its dealers to enable them to tie-in with the presidential campaigns. Feature of the kit is an eight-page election map booklet imprinted with the dealer's name. Dealers can use the booklet as a give-away. Also included are mats, radio spots and display material.
- Westinghouse was among the firm's tieing-in last month with Blessed Event Day (September 23). The company gave a Laundromat and clothes dryer to the parents of twin babies born on that day. The giveaway was heavily merchandised through newspaper, magazine, radio and television advertising.
- RCA Victor has resumed sponsorship of the Kukla, Fran and Ollic show, now telecast on Sunday afternoons over the NBC network. RCA sponsors the comedy program on alternate weeks.
- Westinghouse is supplementing its coverage of the political conventions with a series of 13 radio and television debates featuring spokesmen for the opposing political parties. The TV debates are telecast on Thursday nights, the radio version (a different series of debates from the TV series) on Sunday afternoons.
- General Electric has joined with Pillsbury Mills for the fourth straight year in sponsoring and promoting the Pillsbury Grand National baking contest. The bake-off will be held on G-E ranges and \$45,000 worth of G-E appliances will be among the \$129,000 in prizes. Bonus prizes are given to winners who secure their entry blanks from G-E retailers.
- ◆ Air travel equivalent to 80 trips around the world is being offered to G-E distributor salesmen in the company's current automatic blanket sales campaign. Salesmen are given a bonus of eight miles of air travel for each blanket sold during the promotion. If sales quotas are met, salesmen will have earned 2,000,000 miles of travel—equivalent of 80 trips round the world.



## Greatest line-up of features in TV!



1 Vu-Matic reception—exclusive with Raytheon, built-in all-channel tuning of any VHF or UHF channel, no strips, no converters, no bulky gadgets!

2 One-knob control—one master switch controls VHF, UHF, radio and phono switch. Easy, accurate, complete.

3 "Channelite tuning"—high visibility "slide rule" tuning window shows you VHF, UHF, radio positions.

4 Finest fringe reception—because Raytheon's "Whisper Sensitive" tuner and circuitry boosts TV signals about 2½ million times.

5 "Exclus-e-tone"—earphone adapter available for individual listening.

6 Full range AM radio — with Raytheon's famous built-in antenna.

7. Tilled micture tube — eliminates reflection is

7 Tilled picture tube—eliminates reflection, is removable for easy cleaning.
8 Superb cebinetry—craftsman styled, beautifully built.

 Big picture tube—distortion free, clear, prefocused.

10 Easy-roll casters—are convenient, make moving simple. 11 Phone jack—included in all 1953 Continental models.

12 Full-year warranty—covers all parts, including picture tube.

All the features shown above, plus many more, are in the 1953 Raytheon "Continental" line.

Ask your Distributor about Raytheon's Assured Profit Plan!





RAYTHEON TELEVISION AND RADIO CORPORATION 5921 W. Dickens Ave. Chicago 39, III.



There's a Reytheen TV in both "Continental" and "Suburban" models...to fit your customers every home style and interior...to retail from \$199.95 to \$750 Federal Excise Tax and One-Year Warranty included.

# TIDE PROMOTION PLAN HELPS MILWAUKEE DEALER INCREASE TOTAL WASHER SALES 50%

WOMEN'S 3-TO-1 PREFERENCE FOR TIDE MAKES
HIS BONUS OFFER AN UNBEATABLE SALES-CLINCHER!



Meet a man who knows how a proven promotion idea can beat even today's tough, competitive market. He's S. Daniel "Tish" Tishberg, Appliance Manager of Milwaukee's bustling Kosciuszko Furniture Stores, Inc. Taking advantage of Tide's special advertising allowance offer of \$1.75 per case, Mr. Tishberg put the Tide Plan to work for one month on a test basis—

giving a year's supply of Tide away free with each Frigidaire washer purchased. Today, he points to the *continuing* use of the Tide Plan for bonus offers because its overwhelming appeal to women has produced these results: (1) a 750% increase in Frigidaire washer sales from 4 washers a month to 30 a month; (2) a 50% increase in the store's total washer sales volume for all brands. This is "Tish" Tishberg's success story in Milwaukee.



2 Looking over the free display kit that came with his Tide, "Tish"
Tishberg makes his plans to build sales. Because Tide outsells
the next 3 leading washing products combined, he decided his
best bet was to use Tide for a bonus offer. Women just love it!



The initial order for Tide was sent in by Mr. Tishberg after he listened to the local Frigidaire representative outline the success of the Tide Plan in other areas. The original order of 10 cases of Tide later had to be increased to 30 cases.



3 Traffic increased 50% as a direct result of the bonus offer. Mr. Tishberg backed up the tie-in with special newspaper ads and this window set-up, drawing on the free Tide display kit for the promotion material he needed, including special mat ads.



4 Talk about impressing prospects! Even though only cold water was available for demonstrations, Tide gave Mr. Tishberg maximum performance from his washers. He got the cleanest, whitest wash possible . . . with no soap scum left in the washer.



5 30th washer sold! At the end of the one-month test period, Frigidaire sales were up 750% and total washer sales up 50%. Tide was such a success as a sales-clincher that Mr. Tishberg has since repeated the Tide promotion twice, and continues using it.

#### THIS IS THE TIDE PLAN...

#### It Worked in Milwaukee - It Can Work for You!

You, as a dealer, can take advantage of Tide's special advertising allowance of \$1.75 per case. (Your cost per case is around \$5.00—almost ½ less than the retail price.) And with your Tide, you also get a colorful free display kit to tell the story of the promotion to your prospects. (The kit will be printed with the name of any washer brand you designate.) You can use your Tide and the display kit to increase your washer sales these four tested ways:

- Use Tide to build traffic—offer a free box to each woman who will come in to watch a washer demonstration.
- Use Tide for bonus offers—as an "extra" to swing more sales, offer a free supply of Tide with each washer purchased.
- 3. Use Tide for demonstrations—get the maximum performance from your washers. Tide gives you the cleanest wash possible . . . leaves no soap film. Laboratory tests prove it!

 Use Tide for displays – promote your free offers with Tide and the special colorful display kit that's tailored for you.

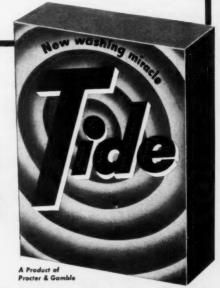
Like "Tish" Tishberg in Milwaukee, you just can't miss with the powerful Tide Plan. It's *smart* business—*good* business—to let this plan make dollars for you at a cost of pennies!

#### WRITE FOR YOUR TIDE TODAY!

For full details and order form, send a post card to: Tide Home Laundering Bureau, 1429 Enquirer Building, Cincinnati 2, Ohio.

## IS YOUR BEST TIE-IN BET BECAUSE...

## TIDE IS AMERICA'S LARGEST-SELLING WASHING PRODUCT BY 3 TO 1!



• TIDE MAKES YOUR WASHING MACHINES WORK BEST!

#### TELEVISIONS

## STFAMILY

leading television merchandisers

dominant position in the most com-

petitive markets. Sound basic en-

gineering has given the Mirror-Tone

product a record of sales success

... plus envied freedom from serv-

ice worries. This is your safe pro-

motional television line. Selling

prices start at \$99.90.

#### First in Value in Every Price Field!



#### Meck

MECK offers a complete line of high quality television receivers built for the great American market and priced for the greatest possible profit to distributors and dealers. Featuring fine cabinetry and the exclusive Meck "Red-Head" chassis, Meck assures the customer satisfaction which builds profitable sales volume for you.



SCOTT, the standard of quality for over a quarter of a century, brings spectacular styling, superb engineering and outstanding craftsmanship to those who demand the very finest in radio, television, and phonograph instruments. Scott's distinguished dealers have the advantage of a top-quality, big-name line with margins to permit powerful merchandising.

Designed and engineered by the craftsmen who have built over one and a half million sets, Scott, Meck and Mirror-Tone provide the utmost in styling and performance in every price field. It will pay you to get better acquainted

with Scott, Meck and Mirror-Tone—truly television's first family. Dealers interested in the Scott and Mirror-Tone television lines and distributors who wish information on the Meck television series, write directly to:

SCOTT RADIO LABORATORIES, INC.

1020 N. Rush Street

Chicago 11, Illinois

#### Study Buying Plans

Appliances outnumber any other major commodity purchased by families participating in a new study of purchasing power in action.

Conducted by National Family Opinion, Inc., the new study uncovers data that tends to prove that impulse buying of major commodities is practically the same in constancy and volume as planned purchasing. Last year NFO interviewed 35,000

Last year NFO interviewed 35,000 families, found that about half planned to make a major purchase in the coming year. One year later the families were contacted again. Only about half of those who had anticipated making such a purchase had actually done so. But about half of those who had no advance plans had also purchased maior items (costing \$100 or more).

The tabulations show that 43.2 percent of those who made anticipated purchases bought appliances; 31.9 percent of unanticipated purchases were in the form of appliances. The total of appliances purchased was more than twice that of any other commodity.

Spending for the home takes precedence over any other purchase, the study concluded. More than twice as much money is spent improving and beautifying the home as for all other purchases costing over \$100.

The study is broken down by regions, occupation and income groups and indicates that the nation's "best customer" would be a farm family, living in the North Central Area, under 34 years of age, having an income of over \$3000 owning their own home and having children under 18.

#### Mystery Shoppers

A nation-wide hunt to locate Waring blendor dealers who know the "five tested selling steps" being featured in the company's current advertising is now underway.

Mystery shoppers under the direction of Waring field sales supervisors will visit all types of stores and ask to be shown a Waring blendor. If the salesman correctly demonstrates the appliance, employing the five tested selling steps, he will receive \$5. An additional \$5 will be awarded if a copy of the Waring ad is posted somewhere in the store. Pictures of winners will be used in Waring ads.

#### What's It Cost?

How much money does it take to stage a nation-wide advertising and promotion program?

About \$500,000 plus the costs of incentives, is the answer from Thor Corp., based on the firm's recent "week-ender kit" promotion. The campaign, built around the gift of a home permanent wave kit to every woman watching a demonstration and a week-ender cosmetic kit to every purchaser, attracted almost 5,000 dealer tie-in ads. In addition, the company itself used a color ad in Life and in 22 American Weekly supplements. Full page and 1,000 line ads were placed in 50 major newspapers.

# The WARING "Secret Shopper" is passing out the \$500 bills...

RIGHT NOW!



WARING opens coast to coast drive to better retail salesmanship . . . increase dealer profits!

WARING "Secret Shopper" to pay \$5 to every dealer who correctly demonstrates the WARING BLENDOR

Key selling theme: "If it isn't a WARING, it isn't a BLENDOR".

Right now the WARING "Secret Shoppers" are making the rounds . . . coast to coast! All they will ask is to be shown a WARING BLENDOR. If you take this WARING Secret Shopper through the 5 tested selling steps listed at the left, you will other than the step in the secret shopper through the 5 tested selling steps listed at the left, you will other than the secret shopper through the secret shoppers.

The Secret Shopper is just one part of the huge WARING program now under way to aid retail salesmanship. WARING's 5 tested selling steps will work for any good appliance, for they emphasize one thing: knowledge of what an appliance can do and demonstration of these benefits to the customer.

Make sure your salesmen know these 5 sure ways to greater profits. By putting just a little more salesmanship into their operations, smart dealers all over the country are making tremendous numbers of sales... and getting the full mark-up!

#### HOW TO COLLECT YOUR \$5 BILL!

Take all of your customers through these 5 tested selling points. One of them might be the "Secret Shopper" and you'll collect a \$5 bill! And if the Secret Shopper finds this ad in evidence in your store, you'll collect an extra \$5 bill yourself!

#### 1. Show what it will do!

Take your customers through the big WARING Recipe Book, filled with hundreds of taste tested new recipes!

#### 2. Show how it works!

Spin the high speed stainless steel blades. Show how food is broken down into a homogenized blend... a revolutionary new process that no other type of mixing can do!

#### 3. Show how fast and easy it is!

Most recipes are completely blended in less than a minute with a WARING BLENDOR. And the genuine PYREX container cleans in less than 5 seconds.

#### 4. Show how it pays for itself!

WARING BLENDOR saves countless dollars turning leftovers into delicious new recipes. For young mothers, it purees nutritious baby food from inexpensive foods in season!

#### 5. "If it isn't a WARING, it isn't a BLENDOR"!

WARING alone makes the BLEN-DOR! Be sure to tell this to all your customers and you're well on your way to more sales and maybe a crisp new \$5 bill!







☐ Send copy of new Vee-D-X catalog

Name of your jobber

#### **CREDIT**

#### Insuring the Borrower

Business jumped upward 40 percent last year for insurance firms offering consumer credit policies; it's the country's fastest growing insurance

The country's fastest growing type of insurance coverage—that's what companies writing consumer credit insurance say of their business.

In 1951, 15 percent of all life insurance was credit life insurance. This represented a gain of more than 40 percent over 1950 sales. In 1951 firms writing credit life policies sold \$5 billions worth of coverage. And in that year over 10,000,000 separate policies were purchased to provide both life insurance and disability coverage on borrowed money or goods purchased on installment plans.

such policies? The Consumer Credit Insurance Assn. thinks it's because everybody involved in a credit transaction stands to gain from the insurance. The policies offer security and peace of mind to the borrower, per-

Why the increasing popularity of

peace of mind to the borrower, permitting him to use his credit freely to get the things he needs without fear of what would happen if his income is disrupted. Lending agencies benefit through increased business and in better public relations (no pressing for payment when death or disability

strikes a borrower's family).

credit insurance falls into two categories: life insurance and health and accident insurance. Two types of life insurance are offered. One is a level-term policy in which the amount of protection at all times during the life of the contract is equal to the original amount of the loan or balance covered. If the insured dies before the installment are not up to the polynomial to the polyno

Two Types. Generally speaking,

installments are paid up, the balance still owed on the debt is automatically paid and the family receives a check for the difference (which would, of course, correspond to the total of all payments made on the contract). No medical examination is necessary and

the cost is approximately \$2 per year per \$100 of coverage. (This is substantially less than the rates for industrial life insurance, the only other form of life insurance generally available in amounts of less than \$1,000.)

The second form of life protection is diminishing-term insurance—the amount payable declines as payments are made on the contract and the coverage always equals the balance due. This costs about \$1 per \$100.

Credit accident and health insur-

Credit accident and health insurance provides that payments will be made for the insured person if he is disabled by illness or accident.

How It Developed. Banks have insisted on insurance in connection with large loans for years. They gradually expanded the use of such insurance to cover the small borrower and other lending agencies (industrial banks, loan and finance companies, credit unions and other financial institutions) followed suit.

Since the small size of the policies made it generally unprofitable for agents to handle, many companies set up separate departments to handle the credit insurance. Alternately, new insurance companies were organized solely to specialize in this field. Today some of these firms have nearly a half billion dollars of such insurance in force.

The CCIA has set up a group of standards for its member firms. Among the most important is the recommendation that credit insurance should be kept on a strictly voluntary basis. Other provisions call for limiting the amount and term of the insurance to the amount and terms of indebtedness; full disclosure to the borrower of the terms of the policy; and cancellation privileges if the note is renewed or paid up before maturity.

#### All Hours Salesman



**HUGH CURTIS, JR.**, salesman for Mills-Morris Co., Memphis distributor, doesn't stop selling Apex products even after he's gone to bed for the night. He parks his car in a conspicuous place, plugs in a 75-foot extension cord in his motel room, and lets the lighted sign sell for him.

## Time is short...

ORDER YOUR

## STEWART-WARNER RADIOS



DeLuxe Radios in 2 Color-Combinations—AM Models
9165-A,-B. Big, powerful AM radio—5 tubes plus 1 rectifier,
3-gang tuned RF stage; heavy-duty PM speeker Continuously
variable tone control and famous Concert Grand® Tone. In Ebony
and Yellow or Santa Fe Red and Mexican Tan.

Long-Distance FM-AM Radio-Model 9166-A.
Supersensitive radio with power-packed circuit-7 tubes plus 1 rectifier, big 6" Alnico PM speakor, electronic FM drift suppressor, phono
jack, and Concert Grand® Tone. In Arctic Gray plastic.



Advanced New Clock Radios—Models 9162-C,-D,-E. Automatically turn radio or appliance on and off. Alarm Buzzer. 4 tubes plus 1 rectifier. Gleaming plastic in Ivory, Cocoa Brown and Tan, Mist Green and Yellow. Also 9164-C in Mahogany, same but without appliance outlet and automatic shut-off.



New "Sweep-Station" Dial Radios—AM Models 9161-C,
-D,-E. Wider station separation, greater selectivity! 4 tubes plus 1 rectifier. Heavy-duty PM speaker. Improved iron core I.F. transformers. In Yellow and Ebony, Porcelain White and Royal Red, or Mahagany plastic.



THERET SWARPES

Price Leaders—in 6
Colors! AM Models
9160-8,-Fr-Gr-H-J-J-K.,
Sell big set performence in
these compact new radios.
Concert Grand® Tone. 4
tubes plus 1 rectifier. Alnico
5 PM speaker Mahogany,
Porcelain White, Arctic Gray.
Forest Green, Aquamarine,
or Russet Red.



STEWART-WARNER ELECTRIC · Division of Stewart-Warner Corp. · 1300 N. Kostner Ave. · Chicago 51, Illinois Foremost manufacturer of Radar, Communications, and other Precision Electronic Equipment for the U.S. Government

#### Saturation: Myth to Beat

The TV market hasn't yet entered the saturation stage, Admiral's Siragusa tells distributors; in fact, he says, there is no such thing.

Admiral's Ross Siragusa likes a shirtsleeve convention. Without the benefit of orchestras, dancing girls or stage settings, he plunges into an analysis of the market and the strategy he thinks necessary to meet it.

Before 400 distributors assembled in Chicago in mid-August to see the new Admiral lines, Siragusa revealed his latest thinking. "The myth we have to deal with is the word saturation," he pointed out. "There is no such thing. Television is a necessity, one of the most want.d products. Three out of ten families—ten million in all—have not bought their first set yet. Only two percent have more than one receiver in the home. There is obsolescence in nine million TV homes which have sets with tubes smaller than 16-inches. Some five million have 14-inch or smaller tubes."

Having drawn this background, Siragusa went on to predict that at least 30 million sets would be sold in the next five years and that annual volume after that date would be about seven million per year to cover replacements and sales to newly-formed families.

The new Admiral line had something for everybody. For the dealer, it was a short line (11 basic models, 21 if all furniture choices are included) and it carried with it Admiral's promise that it would do its best to limit new line introductions to a once a year basis. For the customer, Admiral had a new set of prices, lower than any other name brand maker had yet offered. Heading the line was a 21-inch set listing at \$199.95 includ-

ing tax and warranty. The entire line consists of two 17-inch sets, 17 with 21-inch tubes and two 27-inch consoles. Handling the introduction of the line was Wallace C. Johnson, vice-president in charges of sales for the company.

Product features include a spherical 21-inch tube (which cost the firm \$250,000 to produce) and a DX range finder which can be set for distances up to 300 miles.

Most novel set offered was a table model which nests on top of a cabinet holding a record player. The result is a console but the components are available individually. Special models for the California and Florida markets were shown but are not in the regular line.

#### Salesmen Speak Up

Opening day of a recent two-day sales round-up held by White Products Corp. in Grand Rapids was devoted to giving field sales managers a chance to "speak their minds". According to A. D. Vining, vice-president and general manager of the firm, the salesmen capitalized on this opportunity and discussion (some of it critical but most of it constructive) ranged from competition and design to sales quotas. Several revisions in company plans and operations will be made as the result of the discussions, Vining said. The session contributed to a better understanding on the part of all concerned, hepointed out.



**CONGRATULATIONS** on the firm's new line are offered Admiral vice-president Wallace C. Johnson, right, immediately after he had completed presentation of new models.

#### **Emphasis** on Price

Eureka lets its distributors take a look at a new canister-type cleaner and a new distribution set-up but puts major emphasis on the new unit's low price

Officials of Eureka-Williams Corp. took to the road last month for a series of meetings with their vacuum cleaner distributors. The factory men had details of a new canister-type cleaner and news of a revised distribution pattern for Eureka cleaners. They also had a price story to tell—and in the distributor meetings around the country they hammered hard on the company's dollars and cents message.

Said Eureka division vice-president A. L. McCarthy: At \$69,95 the new Roto-Matic canister cleaner is a popular-price model, particularly when you consider that \$56.07 is the average national price for a cleaner. Pricing in the cleaner market today is a delicate situation. High prices without premium offers won't produce results from newspaper advertising. But our canister type at \$69.95 is priced so that it can be sold without resorting to premiums.

Eureka had obviously done a lot of

Eureka had obviously done a lot of market research before formulating its new market approach. One example: researchers found that women seldom lifted an upright or tank-type cleaner to test its weight before buving. But almost every prospect tried lifting a canister type while making up her mind. The result: the Eureka model



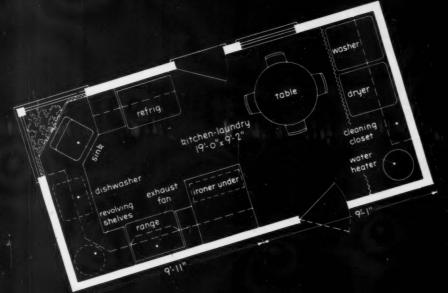
**FATHER TALKS,** son listens. Ross Siragusa, Jr., left, listens as his father, Admiral president Ross Siragusa, center, answers a question for Tommy Crosson of Los Angeles. Back to camera at right is Tom Brennan of Detroit.



AN ADVERTISING question from Henry Grimes and Ben Albert, right, of Mascon of Rhode Island, is answered by Admiral ad director Seymour Mintz, left, recently named a vice-president of the company.

# Planto Cash-In

on the October Companion.



#### ALREADY PRE-SOLD

Get a running start by featuring electrical appliances advertised in the October COMPANION. Check below the merchandise that you carry—then cash in on the COMPANION'S No. 1 editorial boost!

Bendix Home Appliances
Cadillac Vacuum Cleaners
Casco Steam & Dry Iron
Domestic Sewmachines
Farberware Coffee Robot
Filter Queen
Frigidaire
Frigidaire Automatic
Washer
Frigidaire Electric Ranges
Frigidaire Filtra-matic
Dryer
General Electric Steam
& Dry Iron
General Electric
Visualizer Iron
Holliwood Combination
Broiler-Grill
In-Sink-Erator Electric
Food Waste Disposer

Mirro-matic Electric
Percolator

Osterizer Liquefier and Blender

Sunbeam Mixmaster
Universal Cook-a-matic
Westclox Electric Clock
White Sewing Machine

Youngstown Kitchens Electric Sink

"It's a Place Where the Work Comes

Easy" in the October Companion puts the equipment you sell in the plans
of millions of young, able-to-buy homemakers.

By showing more of your customers how to live better with appliances, Companion's big reader traffic is turned into big store traffic too!



The Crowell-Collier Publishing Company—Publishers of Collier's, The American Magazine, Woman's Home Companion



weighs from two to four pounds less than other types.

The canister-type cleaner appeals to certain age groups, the Eureka analysts discovered. Younger women prefer canister types, like the cleaning tools and are impressed by advertising. But older women prefer uprights because they are easy to roll out and require no assembling. The result: Eureka will continue to market an \$89.95 upright cleaner, particularly for the older market. Because this market is a replacement market, the \$89.95 price is important, since it permits a tradein allowance.

Eureka, which several years ago abandoned independent distributors in favor of a factory-branch set-up, is now reversing itself and will maintain only two branch operations. A strong line-up of independent distributors (examples: Bruno-New York in the New York City market, Peirce-Phelps in Philadelphia) will replace the other branches, which will be retained as servicing operations.

For details of the new cleaner, see ELECTRICAL MERCHANDISING, tember, page 156.

#### New Market for Necchi

Company officials launch an all-out drive to capture a share of the medium-priced sewing machine market by promoting straight-stitch models

At first glance there would seem to be nothing wrong with a situation in which a firm's most expensive model outsells its lower-priced unit by

a four to one ratio.

But officials of Necchi Sewing Machine Sales Corp. took a second look at those figures and in late August told its distributors how they could be bettered. The answer: keep selling the expensive zig-zag model but begin cultivating the market for a less expensive straight stitch machine which Necchi will market this fall. By doing this, Necchi officials told distributors attending a conference in New York in late August, dealers and distributors can boost their unit sales by 40

percent.

Necchi enjoys its unique four to one ratio because it used its zig-zag model to invade the American market. The success of this market approach can be judged from the fact that Necchi expects to do about \$25 million at retail this year; approximately 80 percent of these sales will be in the more expensive models selling for over \$250. Necchi has marketed its straight

stitich machine on a limited basis in this country but will now launch an all-out merchandising effort on the units which will be priced in the \$150-\$190 price range.

Next year the firm plans to spend \$2,000,000 for advertising, a portion" of which will be spent for ocal level promotion of the straightstitch models. Necchi officials, however, emphasized that promotion of its zig-zag models would not be affected by the heavier promotion of the straight stitch units.

Point of sale displays, including window and counter displays, posters, streamers and other promotional aids will be used to merchandise the straight-stitch model for Necchi Sewing Machine Sales Corp.



HONORED as the "all around Necchi dealer of the year", Tom Angers, right, who has stores in Albany and Schenectady, receives an inscribed gold watch from Milton Heimlich, treasurer of the Necchi Sewing Machine Sales Corp., during the firm's second annual distributor conference in New



## ..let HOUSEHOLD

balance your budget!

Household Magazine, Topeka, Kansas





CLEMENTS MFG. CO.
Dept. A, 6666 S, Narragunsett Ave., Chicago 38, III.

For more than 40 years, sold only by reliable dealers and distributors.



A DIAMOND SET lapel pin is pinned on Webcor president R. F. Blash. Others at the table (reading clockwise from Blash) are Charles Ollstein of Sanford Electronics, New York, Irving Russell and Sidney Koenig of All-State Distributors, Newark, Max Horowitz of Sanford and Noel Mackay and Sam Egert of Webcor.

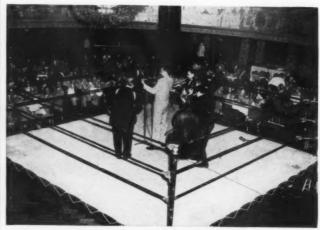
#### Expanding the Line

Webster-Chicago shows its distributors a line that includes 18 models and color combinations; firm also unveils "sound consultant" training program

Three hundred Webster-Chicago distributor executives attending the firm's annual sales conference in Chicago in mid-August were shown an expanded line which included 18 models and color combinations in place of the three-model line shown last year.

The company has not yet completed its product diversification program, officials told the group. New models are nearing the production stage of development and will be on the market in the next few months. Optimism keynoted the two-day conference. Speakers told the group that Webcor is aiming at selling \$50 million a year through its distributors and expects to reach this goal in the "next few years". That the note of optimism is mutual was indicated by Sid Koenig, president of All-State Wholesalers in Newark. In his "keynote" speech, Koenig revealed that his firm (which five years ago did an annual business of \$100,000 is now shooting at the million dollar mark.

General sales manager Norman C.



**ENTERTAINMENT** at the Webster-Chicago distributor sales conference in Chicago in August included music and amateur boxing matches—both staged in the same ring. Above, Everett Olson, Webcor sales promotion manager, joins the band as violinist during the banquet. Olson played professionally with name dance bands before joining Webster-Chicago.

THE LOOPANY.

PROMINENT ON THE ROSTER OF



O. M. Mansager, Vice President - Sales
The Hoover Company

WHO'S WHO AMONG AMERICA'S FOREMOST

MANUFACTURERS, IS NOW IN

THE MERCHANDISE MART

"We are relatively new tenants of The Merchandise Mart, but the few months we have been there have proven the wisdom of our choice; results have more than come up to our expectations.

While The Hoover Company is best known for electric cleaners, we are eager to show Dealers and Distributors that we are manufacturers of Steam and Dry Irons, Floor Polishers, Dustettes, and Electric Motors as well. The Merchandise Mart is the most logical place to do so.

Since its inception The Hoover Company has been proud of its slogan that 'Every Hoover Sale is a Dealer Sale' and as The Merchandise Mart is the center for so many Dealers and Distributors we feel fortunate in now having display and office space there."

O.M. Mansager

C. M. MANSAGER, Vice President — Sales The Hoover Company

The Merchandise Mart



New Beal Speed Polisher completes a Vacuum Cleaner. Operates on air power generated by cleaner. Complete with Tampico bristle brush for scrubbing and special lambs wool pad for polishing floors, furniture or automobiles.

> Dealers throughout the country say that one demonstration sells a Beal Speed Polisher and Vacuum Cleaner. Beal Speed Polisher is the most natural promotion for increasing Vacuum Cleaner sales.

> Check the plus-values of the Beal Speed Polisher. No other waxer or polisher offers so many uses at so low

PRECISION MADE AND **FULLY GUARANTEED** 

ASK YOUR DISTRIBUTOR FOR FULL DETAILS ON THIS SENSATIONAL POLISHER THAT MAKES A VACUUM COMPLETE

Beal Speed Polisher Inc.

4707 S. E. 17th . PORTLAND, OREGON



NEW PRODUCTS are examined by Webcor distributors during Chicago meeting. From left to right are George Mason of Boston, H. F. Cook and Dave Versilius of Grand Rapids, Joseph A. DeMambro of Boston and Webcor's Everett Olson.

Owen told the group that the decline in the sale of TV combination units increased the opportunity for separate phonograph sales.

Sharing the spotlight with the ex-

panded lines was a new sales training program aimed not only at educating the salesmen but also with building his morale by adding dignity and importance to his work. Retail salesmen who complete the course and sell at least one Webcor phonograph and one magnetic recorder qualify as "Webcor sound consultants". As a monetary award they qualify for a \$100 allow-

ance on a console phonograph or a Webcor tape recorder. As morale

boosters, they receive a lapel pin and store identification sign. Salesmen who qualify ten or more times as "sound consultants" will receive ten shares of Webcor common stock.

To capitalize on the "second set" market for phonographs, Webcor showed several new models, restyled its previous models in new color combinations and added a console phonograph to its line.

#### Sentinel Shows Lines

An 18-model television line and 17 new radio sets were unveiled for distributors of Sentinel Radio Corp. during a three-day convention in Chicago in August.

Prices on the TV line begin at \$199.95. A wide variety of promotional and display helps is being of-fered dealers and the company last month launched a national advertising program.

#### Dealer Show in Cincinnati



MORE than new models alone were on display in Cincinnati recently when the GESCO branch staged a dealer show to introduce the new G-E TV line. Booths spotted around the exhibition room were devoted to displays of GESCO's service operations, of G-E's activities in the electronic field and to the facilities offered by G-E Credit Corp. Looking over the service set-up above are Larry Garttman of GESCO, dealer James Joseph, GESCO appliance manager Robert Davis, GESCO service manager Ed Dowling and dealer Francis Fleischman

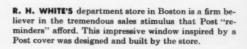
# Is your product getting up-front displays like these?

Products advertised in The Saturday Evening Post deserve—and get—preferred display positions. As merchants know, reader confidence in Post-advertised merchandise pays off at the point of sale. Is your product getting "top billing." Are you in the Post?



LIPMAN WOLFI & CO. buyers are "completely sold" on Saturday Evening Post promotions. Here is the prominent and attractive display of another regular Post-advertised product.





Cleveland's famous **HIGBEE CO.** (at right) combined a Saturday Evening Post cover with the G E advertisement—gave it all a front-rank display.



MAISON BLANCHE of New Orleans puts the Easy up front in their window. Flanked by Post cover and Post ad, this machine has long been a best seller.





"Best seller in our department" is the report from SCHUNEMAN'S in St. Paul, "As seen in The Saturday Evening Post" captions this G E spread.



-gets to the heart of America

#### Philco Corp.



WILLIAM H. CHAFFEE

William H. Chaffee has been named vice-president of Phileo's newly-formed radio division. He has been with the firm since 1934 and was elected to a vice-presidency in 1949.

#### Hamilton Manufacturing Co.



JOHN W. CHRISTENSEN



R. T. HOOPES

Several changes have occurred in the sales organization of the company's home appliance division. John W. Christensen is now manager of promotions, and R. T. Hoopes becomes manager of the company distributor sales. Simultaneously three new regional representatives were named. Hicks Young will cover the Southern States, Edward Doidge will handle the Mid-Atlantic area and Frank Tschunnel will cover the North Central States.

#### Timken-Detroit Axle Co.

Two new district sales managers have recently been announced. Richard K. Light will become sales manager for the southeastern area comprising North Carolina, Virginia and part of Maryland, while Thomas J. Callahan takes over as manager in three states in lower New England.

#### **New Positions**

#### Murray Corp. of America



DOUGLAS S. JOHN

The newly created post of range sales manager of the home appliance division has been filled by Douglas S. Johns. Johns, who has been with Murray since February, 1951, was previously with Peerless Mfg. Co.

Sylvania Electric Products, Inc. Servel, Inc.

#### Smith Corp., A. O.



J. H. BRINKER

J. H. Brinker has been moved from his fomer assignment as general manager for Smith's Southwest district to that of assistant executive in charge of distribution in the company's main offices.



NEAL E. SCHUMA

Neal E. Schuman, formerly sales manager of Astral Industries has been named to the post of sales manager for Servel's new portable refrigerator being placed on the market this fall.

#### Savage Arms Co.

Changes in the lawn mower division of Savage Arms have recently been announced by the company. W. Lewis Brown will represent both the arms and lawn mower divisions in the southern territory. Other re-appointments include that of William MacFarlane to the position of sales representative for the Eastern States. Gerard M. Bauman will represent the company in ten Mid-Western States. Charles W. Adams continues coverage of the west coast states. All of these appointees will represent both Savage Arms proper, as well as its Worcester Lawn Mower Div.

ROBERT G. HAMILTON

has been named to the position of

manager of radio sales in the com-

pany's radio and television division.

In an effort to increase emphasis on home radio sales, Robert G. Hamilton

#### Coolerator Co.

Appointment of Wayne Smart as regional sales manager in the Birmingham, Alabama territory has been announced. Smart has replaced W. F. Van Gorder who moves westward to become sales manager in the Minneapolis territory.

#### Deepfreeze Appliance Div., Motor Products Corp.

Reshuffling of zonal managerial positions have recently concluded with David M. Kollock of Philadelphia, and Joseph M. Boyce, Jr., of Albany becoming zone managers for Deepfreeze in the eastern United States. West Coast appointments are Robert M. Bourgette, zone manager with headquarters in Seattle, and Eugene R. Maston heading operations in the Denver zone. Charles F. Dunn becomes district manager for the metropolitan New York-New Jersey operations of Deepfreeze.

#### Maytag Co.

Eugene A. Nicol has been named superintendent of the drver department of Maytag which will start pilot operations on a new model early this fall. George M. Hughes becomes regional sales manager with territory covering nine Ohio counties.

#### Given Mfg. Co.



JOHN C. ROB

John C. Robb has been named to handle advertising and sales promotion programs of the Given Mfg. Co. Robb has had a variety of experience with advertising agencies and manufacturers in the appliance industry.

#### Camfield Mfg. Co.



W. H. ANDERSON



R. H. SUTCLIFFE

W. H. Anderson has been named general sales manager of the consumer products division of Camfield Mfg. Co. and R. H. Sutcliffe, formerly eastern sales manager for the firm, has been named sales manager of the electric housewares division. Anderson was previously assistant to A. C. Sanger, sales vice-president.

#### Emerson Radio & Phonograph Corp.

Emerson Radio Corp. has announced appointment of three regional sales managers. Murray Gennis assumes the position of Midwest sales manager; William H. Cormier becomes Western sales manager and Roger G. Brown will head sales operation in the southern United States.

#### **NEW "PERSONAL PORTABLE"**

The new "mighty mite" of the Zenith Portable line!

Compact, trim, and power-packed-with loads of new features you can talk up and promote:

New "Range Finder" Switch-makes battery last up to 10 times longer. Handy "Carry-About" Handle. Easy-Grip "End-Tuning" Knobs.



#### THE NEW ZENITH "CREST" Packs in a suitcase-plugs in anywhere

A new concept in portable radios, designed for the traveling man or the woman working all over the house.

Less than 5 inches high, this new "CREST" is the most powerful radio -inch for inch and ounce for ounce-you have ever heard.

Plenty of new features to promote and sell:

New "Hand-Tenna"-an exclusive feature with powerful loop antenna built into the handle. Detachable cord-for easy packing. Handy Carrying Bag for protection in suitcase. Ebony, Maroon, Grey or Ivory case.









## New Zenith handfuls of radio give you fists full of profits

They're the Zeniths your customers have begged for - they're the hand-sized Zeniths that will complete your line





ZENITH RADIO CORPORATION, Chicago 39, Illinois

#### harmony of design..



Note your own experience. Only an UPRIGHT FREEZER can give you large capacity service in a limited floor area... only a UNITED UPRIGHT FREEZER has the appearance and venience that are demanded teday.

And here's a new note. UNITED'S UPRIGHT FREEZER has contact coils built into top, bettom and each of the four shelves. Therefore, each shelf is an individual 'fast freeze' unit... built in for faster freezing and better holding qualities.

Demand the freezer that does the most for you—UNITED'S UPRIGHT FREEZER—and your sales will show you why.

UNITED REFRIGERATOR CO.
Locus & Walnut Streets • Hudson, Wisconsin

EXPORT SALES DIVISION | 3CM P. L. B. L. S. L.

## ARMSTRONG GAS LOGS



Here's as pretty a set of fireplace logs as you'll find anywhere, and you know that good appearance plays an important part in the sale of logs today.

Armstrong engineers have designed these logs to resemble rough oak—solidly made to stand any heat. Base is heavy bar steel, finished in rich black. Cast iron burner and solid brass valve. 17" high, 11" deep.

L-20 21" wide 20,000 B.T.U. L-24 24" wide 24,000 B.T.U. L-30 27" wide 30,000 B.T.U. ORDER FROM YOUR JOBBER TODAY

or write for literature on Armstrong Electric and
Gas Heaters, Portable Ironers, etc.

ARMSTRONG PRODUCTS CORP.

Manufacturers of Quality Products Since 1899

Dept. EM Huntington 12, W. Va.



#### **NEW POSITIONS**

Crosley Div., Avco Mfg. Corp. Appliance Mfg. Co.



JOSEPH A. ARMSTRONG



JULES E. ALEXANDRE



TED NEMES

Joseph A. Armstrong has been ap-

pointed sales manager of the refrigeration section of Avco's Crosley division. Prior to this new position Armstrong had held the post of manager of the

air conditioning sales section, and

earlier had been vice-president in charge of sales for Crosley Motors, and field sales manager for Bendix Home Appliances. Ted Nemes will succeed Armstrong in the post of sales man-

ager for air conditioning sales.

In addition Nelson G. Coffman has

Ted Nemes has been named sales

manager of Crosley's air conditioning section. He was previously with Fedders-Quigan and York Corp.

Appointment of Robert A. Houtz to the newly created post of merchandise manager for the apartment house

and builder sales department has been announced. Additional appointments include that of Jerome E. Hoag, Jr.

as district sales manager, St. Louis district for the TV-radio division, and

R. Don Harris to a like position cov-

ering the southwest district of Texas,

Colorado and New Mexico. Richard

L. Sandefur becomes district manager

for the northwestern district.

manager in the same area.

Westinghouse Corp.

Jules E. Alexandre, sales manager for Duchess appliances, has been elected vice-president in charge of sales.

Two new district managers have been named in California to represent Appliance Mfg. Co. L. M. O'Neill will be in charge of the Northern California district; Jack A. Keim will head operations in the southern portion of the state.

#### Hoover Co.



JOSEPH S. HOOVER

become appliance zone manager in the New York area with W. L. How-lett as refrigeration zone manager. Robert E. Beazley becomes kitchen and builder zone manager for Philadelphia and G. H. Jaud. appliance zone

#### Arvin Industries, Inc.

Several changes in territorial district manager assignments have been announced by Arvin Industries. James B. Hofer, former district manager for the West Coast will head operations for Arvin's housewares division in Southern California. Elmer Jorgensen has assumed the west coast radio-TV territory. Craig Britton will hereafter be responsible for activities in sections of western Ohio.

#### Stromberg-Carlson Co.

Eastern zone sales manager, James W. Farrow, has moved to Rochester where he has assumed new duties as merchandise manager of the Stromberg-Carlson sound equipment division.

UNITED UPRIGHT FREEZ-ERS come in two popular sizes 15 cu, ft. and 32 cu, ft.

hone, wire or write today.



## A PORTABLE MIXER THAT REALLY MIXES!

(And costs only \$1995\*!)



\*Manufacturer's recommended resail or Fair Trade price

You can put your confidence in-

GENERAL



ELECTRIC

ELECTRICAL MERCHANDISING-OCTOBER, 1952

For the first time ever, here's a portable mixer that does virtually every mixing job-from cake batters to soufflés! It's powerful—it's light—it's convenient—it's priced right! Look:

#### 1. POWER THAT SELLS!

There's plenty of power here, ready to whip through those tiring mixing assignments. And there's a fingertip, 2-speed control that makes this beauty easy to demonstrate. (As a selling plus—the mixer doubles very handily as a drink-blender for thirsty youngsters!)

#### 2. LIGHT WEIGHT THAT SELLS!

Your customers have never seen a unit as powerful as this which tips the scales at a mere 3 pounds. It's wonderfully light to take to the food!

#### 3. CONVENIENCE THAT SELLS!

Your customers will be delighted with its heel rest for easy setting down; with its twin beaters without center shafts for thorough mixing and simple cleaning; with its keyhole slot for hanging on the wall.

#### 4. LOW PRICE THAT SELLS!

All for only \$19.95\*! There's never been a value like it at the price!

#### BIGGEST ad campaign in the industry!

Advertising that sells! During the three months before Christmas, there'll be four-color, full-page send-offs in Parade, This Week Magazire and other selected Sunday supplements . . followed by two four-color half-pages in each of these same papers.

Ask your G-E Mixer distributor about the new Portable Mixer? Do it today! General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

## Hand-Picked Prospects for You



Day after day, the people in *your* territory who are going to build their own new homes are located by the world's largest construction news gathering organization.

Then . . . a book of catalogs, illustrating and describing the varied products needed for new homes, is mailed to these prospects of yours. This book—Home Owners' Catalogs—is used and kept while these prospects are planning what they will want to buy for their new homes. It is important to you that the products you stock, show and sell are completely described to these buyers before they make their final decisions.



That is why Chrysler Airtemp distributes its literature, "A Complete Airtemp Line of Home Heating and Air Conditioning Systems," in each copy of Home Owners' Catalogs. Chrysler Airtemp knows this is the way to do a thorough pre-selling job for you. Chrysler Airtemp knows these home-planners are outstanding prospects for you because they must buy the kinds of things you sell.

Whatever you sell you can get the names and addresses of hand-picked prospects in your territory.

#### MAIL COUPON TODAY

Tell me how I can get the names and addresses of prospects for new-home products . . . in my territory. (Available in local marketing areas within 37 eastern states only).

NAME\_\_\_\_

COMPANY

ADDRESS

CITY\_\_\_

#### HOME OWNERS' CATALOGS

Dept. CAT. 119 West 40th St., New York 18, N. Y.

#### **New Positions**

Kelvinator Div., Nash-Kelvinator Corp.



THOMAS J. KING

Appointment of Thomas J. King as director of advertising and sales promotion for Kelvinator was announced in mid-August. King assumes this position after a four year stint as publishers representative in Detroit for the Crowell-Collier Publishing Co. F. J. Worden, assistant director of advertising takes on added duties as manager of refrigerator and freezer adver-tising: Adrian Willis, national advertising manager, also will act as manager of range, water heater and dehumidifier advertising. Four additional departments are being brought under direction of J. Truman Stone, sales promotion manager. L. J. Gage continues as manager of commercial advertising and W. L. Hullsiek as manager of Leonard advertising.

#### Thor Corp.



EMIL G. BEST

Emil G. Best has been appointed dryer products manager for Thor Corp. Formerly advertising manager for the firm, Best has just completed a tour of active duty with the U. S. Army.

#### Duo-Therm Div., Motor Wheel Corp.

Max Hosmer of Duo-Therm's engineering department has been advanced to the position of assistant advertising manager.

#### Zenith Radio Corp.

Coming to Zenith Radio from Altorfer Brothers Co., Harry W. Burke has been appointed special merchandising representative.

# Bendix TV scores again!

Now...low-priced table models that look exactly like big consoles!









...and how the public is going for 'em!

For real "sock" appeal to budget-minded customers, you can't beat these handsome new Bendix 21" table models. As your own eyes tell you, they do look just like full-scale consoles.

The trick is the cleverly-designed, exclusive Bendix bases—far superior in appearance and utility to any other table model bases on the market. The Bendix bases measure 25" wide, 225%" deep, and 16" high. In combination with the new receivers, they form an attractive 38"-high unit that any prospect would be glad to own.

No surprise then that customers are going for this great new Bendix\* TV styling development in a big way. And so are Bendix dealers! Why don't you get full details on the Bendix profit story?

One more way that — Bendy helps you sell more and profit more!

AVIATION CORPORATION—THE NAME MILLIONS TRUST

BENDIX RADIO TELEVISION AND BROADCAST RECEIVER DIVISION BALTIMORE 4, MARYLAND

## mr. DEALER:

#### WHAT MORE DO YOU WANT in a freezer?



AUG. G. BARKOW MFG. CO., INC., 2230 S. 43rd St., Milwankee 15, Wis.

#### NOW! BECOME EXPERT AT RADIO-TELEVISION

IN 4 EASY STEPS



These 4 books can help you step

into a big-paying job or start your

ESSENTIALS OF RADIO, 800 pages, 433 Hits. ELEMENTS OF RADIO SERVICING, 475 pages, 375 Hitus. BASIC TELEVISION, 592 pages, 415 Hits. TELEVISION SERVICING, 429 pages, 388

Complete Self-Training Library in RADIO and TELEVISION Prepared by Famous Experts—Starts From Scratch. Takes You by SIMPLE LOGICAL STEPS From Basic Theory to Advanced Problems of Repair, installation, Color TV, etc.

2296 Pages

OW you can do ANY RadioTV installation, service, or TWO THOUSAND PAGES of all job like an expert; operation of the step-by-step instruction and over desting equipment understand \$2 MINEN THOUSAND PAGES of the step-by-step instruction and over desting equipment understand \$2 MINEN THOUSED "how-to large the step by the start your own service business and answers "hall down; self of your career AT home." In YOUR SPAGES of the start of the start your own service the start your own service the start your own service disagrams, etc. The review questions and answers "hall down; everything you learn. At-offsize self for your career AT home." In YOUR SPAGES of the start your career at the start of the start your career at the start of the star

The library will pay for itself many times over. It can help you qualify for FCC's 1st-Class 1st-class test; gives an experience echnician more confidence, shows im new tricks.

SEND NO MONEY

#### FREE 10-DAY TRIAL COUPON

McGRAW-HILL BOOK COMPANY, Inc. 330 W. 42nd St., New York 36

Send me McGraw-Nill's Library, 4 volumes, for approval. If the bool will remit \$1.95 in 10 until \$21.95 is paid.

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Position ..... EM-10-58 This offer applies to U. S. only

#### DISTRIBUTORS **APPOINTED**

#### CBS-Columbia, Inc.

New distributors for CBS-Columbia television receivers include: Marcus Brothers, Inc., Denver, Colorado, S. S. Freitz, Jr., Inc., Philadelphia, Pa.

#### Coolerator Co.

Four new distributors have been named by Coolerator: Mid-Hudson Electric Supply Co., Poughkeepsie, N. Y., Rale Electric Supply, Asbury Park, N. J., Reliable Electrical Supply, Newark, N. J., IMO Distributors, Inc., Fort Wayne, Ind.

#### Deepfreeze Appliance Div., Motor Products Corp.

Savage & Son., Inc., Denver, Colorado, have been appointed to handle Deepfreeze distribution for Colorado, and sections of two nearby states.

#### Emerson Radio and Phonograph Corp.

IMO Distributors, Inc., Fort Wayne, Ind., have been added to Emerson's distributors.

#### Free Sewing Machine Co.

Roycraft Co., Des Moines, Iowa is a new distributor of Free Sewing Machine Co. products.

#### Bendix Appliance Div., Avco Mfg. Corp.

Graybar Electric Co., Philadelphia, Pa. will distribute Bendix TV sets.

#### Hamilton Mfg. Co.

New distributors for Hamilton dryers are as follows: Allied Appliances, Inc., Denver, Colorado, Tri State Electric Co., Sioux Falls, S. D., Gordon E. Wilkins, Ironers, Inc., Los Angeles, Cal.

#### McGraw Electric Co., Clark Div.

Three additional distributors now handle McGraw products: Chas. S. Martin Distributing Co., Inc., Atlanta, Ga., New Jersey Carbonator Service Co., Passaic, N. J., Perkins Sales Co., Detroit, Mich.

#### Odin Stove Mfg. Co.

Olson & Co., Inc., Philadelphia will handle the Odin dryer.

#### Schaeffer, Inc.

New distributors of Pak-A-Way freezers are as follows: Alvin R. Bravender Co., Portland, Ore., Central Supply Co., Indianapolis, Ind., Electric Supply Corp., Chicago, Ill., Food-Freezer Distributors, San Diego, Cal., Freezer Distributors, San Diego, Can, M. L. Foster Co., Oklahoma City, Okla., Inter-Mountain Supply Co., Salt Lake City, Utah, Ohio Appli-ances, Inc., Cincinnati, Ohio, Treasure State Electric Co., Butte, Mont., Wholesale Appliance Co., Zanesville, Ohio.

#### Crosley Div., Avco Manufacturing Co.

Capitol Paper Co., of Indianapolis is new distributor of Crosley line.





America's Favorite

#### Electric Water Heater

Just put the unit in a container of water and plug into electric circuit (110 volt AC or DC). Weighs 1 lb. 2 oz. Heats water in record time.

Has many uses, such as: Heating water for laundry, bath, shaving, warming baby's milk, sterilizing bottles, beating canned foods, etc. Ideal for homes and farms not having any other good way to heat water fast and conveniently.

ONLY \$5.95 LIST

SOLD ONLY THROUGH JOBBERS

Write for Literature

G. L. ELECTRIC CO. 20725 Harper Detroit 24, Mich



own business

Here are millions of real appliance prospects — they have

## **BUY ON THEIR MINDS!**

DETTER HOMES & GARDENS' 31/2-million families D are exactly what you'd pick as perfect prospects.

They live in bigger homes, have better incomes, are habitual home-entertainers-and enthusiastic home-improvers. Moreover, 7 out of 10 families building homes read BH&G.

But that's not all. BH&G is the only top-circulation magazine entirely devoted to things to try-things to BUY-to make life happier, easier.

You know that the millions who read appliance ads in BH&G are the millions with BUY on their minds.

#### BH&G BUYOLOGICAL BRIEFS

- IN THE NEXT 12 MONTHS, 900,000 BH&G families say they intend to buy major appliances.
- LEADING VACUUM CLEANER MANUFACTURER reports BH&G outpulls all other magazines 2-to-1 with 65% sales on follow-ups.
- · APPLIANCE DEALERS, in Magazine Service Bureau survey, select BH&G as their greatest selling aid among



NO! the most expensive sets don't always work better in the fringe areas,

BUT...

ANY television receiver equipped with a

#### TARZIAN TUNER

will do the best job of pulling in distant stations

It's no wonder that manufacturers of many of the better known TV sets on the market today depend upon the trouble-free TARZIAN TUNER for the excellent performance of their sets.

No other commercial tuning unit possesses so many of the desirable features found only in the TARZIAN TUNER. For unexcelled selectivity . . . stability . . . and reception—especially in fringe areas—there is no better tuner than the

#### TARZIAN TUNER

The sensible Tarzian approach to UHF—a full band, all station tuner—is a typical engineering example of keeping up with—or rather—one step ahead of—developments in the ever changing industry.



Dexter; dr

SARKES TARZIAN, Inc., Tuner Division, Bloomington, Indiana

#### CEMCO HYDRAUL-LIFT TAILGATE



BEST WAY
TO HANDLE
APPLIANCES

Complete specifications—users near you — are yours for the asking. Write Dept. E-18. It's a hydraulic operated tailgate that raises or lowers 2,000 pounds safely and smoothly. Can be instantly stopped and held at any point. Mounts readily on any 34 to 5 ton truck.

On your truck it eases man power problems, means safer handling of heavy appliances—gives you modern equipment.

CEMCO INDUSTRIES, INC.,

#### DISTRIBUTOR NEWS

#### Cash for Salesman



A CHECK for \$1250 is handed to Neil Andrews, second from right, salesman for the Griffith Distributing Corp., Indianapolis by G. F. Keeton, vice-president in charge of sales for Dexter Co. Andrews won top honors in the recently completed "Dollars with Dexter" sales contest. Total cash prizes in the eight week campaign totaled over \$10,000. At left is Harvey L. Hunt, general sales manager for Dexter; at right is R. A. Burgett, appliance sales manager for Griffith.

#### G-E Awards

Awards for outstanding sales leadership were made to the top four G-E major appliance distributor salesmen in early September when the firm's Sales Counselors Club held its eighth annual meeting in Louisville. The awards, established last year as a tribute to A. M. Sweeney, assistant to the general manager of the company's major appliance division, went to A. E. Bailey of Coghlin Electric, Worcester, A. R. Tessmer of G-E Appliances Co., Pittsburgh, C. O. Hibbard of G-E Supply Co., Cleveland and E. J. Parsons of GESCO, Portland, Ore. It was the second straight year in which Parsons had won the award.

#### Horn & Cox, Inc.

A new home appliance wholesale distributing organization to be known as Horn & Cox Co., Inc., has been announced by Ray B. Cox, president, and chairman of the board of Herbert H. Horn, Inc. The new firm, located in Los Angeles will distribute washers, ironers, kitchen cabinets, and smaller electrical appliances to the southern California area.

#### Quality Television Corp.

In a move calculated to generally strengthen top echelon personnel, Quality Television Corp., Los Angeles, has announced the appointment of Jack N. Smith and Jerome B. Higgins to the posts of president and vice-president, respectively. A newcomer to the firm, Frederick A. Lyman, formerly with Allen B. Du-

mont becomes sales manager and secretary treasurer.

#### Luethi & Welch, Inc.

Chaney D. Ross has been named sales manager of Luethi & Welch, Inc., Ohio distributors for Servel, ABC, Hamilton and other lines.

#### Austin & Son

John F. Conger, formerly associated with Capehart, has been appointed to the post of sales manager of Austin & Son, Denver distributors.

#### Cannon Distributing Co.

Reorganizing in anticipation of expected large volume TV sales in South Carolina, Cannon Distributing Co., Charleston, recently announced separate appliance and electronics departments. J. H. Chapman, Jr., formerly assistant sales manager, advances to manager, appliance sales. Heading the new selling department, R. S. Hardman takes over as manager of electronic sales.

#### Allen TV & Appliances

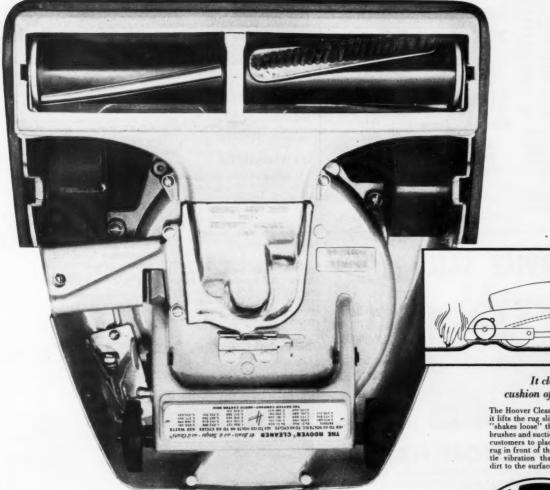
New distributing firm serving northeastern Indiana and northwestern Ohio is Allen TV & Appliances, Inc., of Fort Wayne, Indiana.

#### Westinghouse Electric Supply

John C. Drewry has been named to the position of sales manager for the consumer products divisions of Westinghouse Electric Supply Co., Indianapolis and Fort Wayne branches.

# The Business End of the HOOVER.

. . . makes <u>new business</u> for you



You're looking at something that has sold more vacuum cleaners than all the gadgets and gimmicks ever thought up.

Ask your prospective customers to look, too. What you see is actually a cleaning principle—the most modern—the most thorough and the most efficient method of getting rugs clean ever invented. Hoover—and only Hoover—has it. It makes the difference between Hoover and all other cleaners.

It combines gentle vibration of the carpet (vibrator bar), sweeping action (helical brushes) and powerful suction (aerodynamically controlled) generated by the incomparable Hoover motor. In other words, "it beats, as it sweeps, as it cleans."

The main reason women buy vacuum cleaners is to get dirt out of rugs and carpets—that's what prolongs rug life—keeps rug colors fresh. That's something the Hoover does faster and does better than any other type of machine ever invented.

#### THE HOOVER COMPANY

North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England

It cleans on a cushion of air—like this

The Hoover Cleaner is so constituted that it lifts the rug slightly from the floor and "shakes loose" the deep down grit so the brushes and suction can get at it. Ask your customers to place their fingertips on the rug in front of the cleaner to feel the gentle vibration that brings this imbedded dirt to the surface.



World's oldest and largest manufacturer of electric cleaners Attention Distributors and Dealers WHO SELL

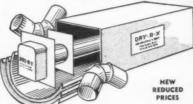
#### DRY-R-X EXHAUST

- NO MORE EXCESSIVE HEAT, LINT OR MOISTURE
- TAILORED FOR YOUR ARTICULAR DRYER LINE

The Dry-R-X exhaust unit is the effective and econom ical answer to the elimina-tion of the heat, moisture and list from your dryer room. The Dry-R-X kit contains the Dry-R-X hood and automatic damper unit, plus sufficient 3-inch pipe and adjustable elbows to complete the average in-stallation. The entire kit is manufactured of non-rusting aluminum and the hood is so constructed as to prevent the entrance of cold, rodents, insects and dirt.

The Dry-R-X kit is easily installed. The average householder can quickly and easily vent his sdryer by following the simple in-struction sheet supplied with the Dry-R-X kit.

• If your supplier does not stock DRY-R-X Kits, write for data on kit tailor-made for your dryer line.



#### The DRY-R-X Hood



HOOD AND AUTOMATIC DAMPER UNIT

(A) Weather-roof Hood 2" proof Hood 2"
deep, 4" square,
electronically
welded on 6" proof quare mounting plate.
(B) Counter

Balanced Auto-matic Damper Door. (C) 12-inch

Starting Pipe (3" Diameter). (D) Finishing Plate for inside

#### DRY-R-X COMPANY

5521 Code Ave.

MINNEAPOLIS 10

MINNESOTA

#### Capehart Award Made



FIRST in a continuing series of annual awards was made recently when "The Capehart President's Cup" was presented to Trilling and Montague, Philadelphia distributors for the company. Award was made to the company for best all ground operation of its service department, and outstanding accomplishments in raising TV industry service standards in its home area. Shown at the presentation are Harry Montague, David Trilling, Mr. F. B. Ostman, Capehart national service manager, and Anthony Wright, vice-president in charge of design engineering at Capehart-Farnsworth.

#### Lee Wholesale Co.

C. E. Barnickle has been appointed to the executive position of sales man-ager of the Lee Wholesale Co., Kansas City, Mo.

#### Golden State Appliance Distributing Corp.

The newly organized Golden State Appliance Distributing Corp., Los Angeles, has announced the appoint-ment of Marshall C. Wells as general sales manager. Wells is a past presi-dent of the Electric League of Los Angeles.

#### Crosley Distributing Corp.

Gene Gold, formerly sales promotion manager of Crosley Distributing

Corp., New York, has been promoted to handle the position of advertising and sales promotion manager,

#### Specialties Distributing Co.

One of the better known figures in the Detroit market, Lewis E. Winn has been appointed to fill the post of district sales manager for Specialties Distributing Co. of that city. Winn's previous associations included the RCA Victor Distributing Corp. of Detroit.

#### Emerson-New Jersey, Inc.

Murray Golden becomes general manager of Emerson-New Jersey, Inc., of Newark, according to a recent announcement. His new appointment coincides with celebration of his 25th year in the electronic business.

#### Radio Gifts for Boys Ranch



RESIDENTS of Boys Ranch in Tascosa, Tex., unpack the 42 Arvin portable radios given them recently by the "Queen for a Day" radio program. In addition, the local distributor, Thomsen's Wholesale, donated an Arvin console radio-hono to the ranch recreation room. One hundred and fifty boys from western and south-western states live on the ranch, founded 14 years ago by Cal Farley, an Amarillo merchant, to combat incipient juvenile delinquency.

## SELF-SERVICE SALES CLIMB!



- "Related Item" Buying is Multiplied
- Impulse Sales Increase Sharply



#### ten STORE FIXTURES

- Unlimited Flexibility...Individual Steps Removable
  Easy to Effectively Display Merchandise of any size or shape
  All merchandise is Easy-to-See...Easy-to-Handle...Easy-to-Buy
  More Selling Space...50% more than Conventional Equipment

- Brings you more money per square foot of floor space Sliding Doors in Base Permit Easy Access to Storage Space Expertly built of Strong Veneers by Fixture Craftsmen,
- Beautifully finished
- Shipped Completely Assembled...Ready to Make Immediate Sales for You

ADD SALES CO.

WRITE . . WIRE OR USE THIS COUPON FOR MORE SALES AND PROFITS

| 1.4 | COMM    | INA P. | WF 31 | . mm  | MILOW              | 00,  | 4419. |         |
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# In lowering your service costs? In a franchise that stands up? Are they in higher discounts?

Any dealer who watches his total net knows it takes all three. And Sparton dealers get all three!

Across the board, Sparton dealers receive probably the longest discounts in TV today plus up to 3% retroactive discount. But that's not all. Sparton dealers know 70% of vital functioning parts in every set they receive are manufactured by Sparton to Sparton standards; many extra assembly steps are performed by hand to insure trouble-free operation. The result: Sparton dealers keep their profits, don't pass them out for service repairs.

Sparton dealers are protected by a controlled franchise,

too. It guarantees exclusive selling rights in a shopping area, eliminates dumping and price slashing. Sparton dealers buy direct from the factory. They don't split profits with a middleman; they are never forced to handle other lines just because the middleman has them to sell.

If you're not already a Sparton dealer, why not investigate? Get full details from your Sparton District Merchandiser or write direct. Sparton Radio-Television, Jackson, Michigan.



Model 5382— The 21" Carrington

(Federal excise tax and warranty included



Model 5301— The 17" Danbur

List: \$19995

(Federal excise tax and warranty included)



Model 5386-The 21" Courtney

List: \$45995

(Federal excise tax and warranty included)



Model 5340-The 21" Glenhurst

List: \$27995

(Federal excise tax and warranty included

Sparton ads in Post, Collier's, Holiday and Time sell these Cosmic Eye stars right on the magazine page!



THE SUPERE



THE SET THAT STAYS SOLD



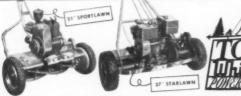
## SAM SNEAD introduces your

line-up for '53!

Again in '53, champion golfers help you sell TORO— the power mower choice of championship golf courses for over 13 years! There are 7 hone models 4 rotary Whirlwinds with the new Leaf Mulcher\* attachment, and 3 rugged reel-type machines. "Tror Time"—the industry's original finance plan, and the "Free Home Trial" deal make it susier for you to sell TORO— America's most complete line of power mowers!







## DON'T CUSS those scattered tools or parts!



- FORD
- DODGE
- CHEVROLET
- STUDEBAKER

"KARYALL" Model H Compartments are designed to eliminate scattered tools and parts, protect from weather and theft and are available in sizes to fit 1/2, 3/4 and 1 ton

"KARYALL" Compartments are easily installed and readily convert your pickup into a quickly inventoried service truck.

Write for descriptive literature

(ARYALL BODY, INC. 8221 CLINTON ROAD CLEVELAND 9, OHIO

#### Manufacturers' Sales\*

| COFFEE MAKERS                                                                                                                       | IRONERS                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| July, 1952     59,757       July, 1951     48,025       7 Mos., 1952     503,112       7 Mos., 1951     642,388                     | July, 1952 15,025<br>July, 1951 11,100<br>7 Mos., 1952 101,448<br>7 Mos., 1951 175,200                                              |
| % Change vs. 1951                                                                                                                   | % Change vs. 1951                                                                                                                   |
| uly, 1952 +24.43%<br>7 Mos., 1952                                                                                                   | July, 1952. +35.36%<br>7 Mos., 195242.10%                                                                                           |
| DRYERS, CLOTHES                                                                                                                     | IRONS, "Automatic, Standard                                                                                                         |
| uly     1952     33,858       uly     1951     26,268       7 Mos., 1952     261,321       7 Mos., 1954     244,234                 | July, 1952. 195,578<br>July, 1951 159,810<br>7 Mos., 1952 1,060,285<br>7 Mos., 1951 2,358,577                                       |
| % Change vs. 1951                                                                                                                   | % Change vs. 1951                                                                                                                   |
| uly, 1952. +28.89%<br>7 Mos., 1952. + 7.00%                                                                                         | July, 1952. +22.38% 7 Mos., 195255.05%                                                                                              |
| FOOD WASTE DISPOSERS                                                                                                                | IRONS, Steam & Steam Attach-                                                                                                        |
| 1st Quar. 1952. 53,479<br>1st Quar. 1951 106,430                                                                                    | ments                                                                                                                               |
| 2nd Quar. 1952. 47,452<br>2nd Quar. 1951. 91,063<br>1st Half 1952. 100,931<br>1st Half 1951. 197,493                                | July, 1952 177,787<br>July, 1951 125,171<br>7 Mos., 1952 1,223,458<br>7 Mos., 1951 1,090,833                                        |
| % Change vs. 1951                                                                                                                   | % Change vs. 1951                                                                                                                   |
| 1st Quar49.75%<br>2nd Quar47.89%<br>1st Half -48.89%                                                                                | July, 1952 +42.04%<br>7 Mos., 1952 +12.16%                                                                                          |
| EDCETEDS Hama and Farm                                                                                                              | RADIOS, Portable                                                                                                                    |
| FREEZERS, Home and Farm<br> uly, 1952 89,767<br> uly, 1951 56,815<br>7 Mos., 1952 456,452<br>7 Mos., 1951 454,737                   | July, 1952     81,353       July, 1951     70,538       7 Mos., 1952     766,438       7 Mos., 1951     915,847                     |
| % Change vs. 1951                                                                                                                   | % Change vs. 1951                                                                                                                   |
| luly, 1952 +58.00%<br>7 Mos., 1952 + .38%                                                                                           | July, 1952 +15.33%<br>7 Mos., 1952 -16.31%                                                                                          |
| HEATERS, Convector and Radiant                                                                                                      | RADIOS, Automobile                                                                                                                  |
| July, 1952. 7,955<br>July, 1951. 5,469<br>7 Mos., 1952. 23,147<br>7 Mos., 1951. 71,114                                              | July, 1952 95,220<br>July, 1951 993,955<br>7 Mos., 1952 1,639,097<br>7 Mos., 1951 3,263,587                                         |
| % Change vs. 1951                                                                                                                   | % Change vs. 1951                                                                                                                   |
| uly, 1952 +45.46%<br>7 Mos., 1952 -67.45%                                                                                           | July, 1952 -67.61% 7 Mos., 1952 -49.78%                                                                                             |
| HEATERS, Fan Forced &<br>Fan-Heater Combs.                                                                                          | RADIOS, Clock                                                                                                                       |
| July, 1952.     34,399       July, 1951.     14,654       7 Mos., 1952.     93,303       7 Mos., 1951.     124,387                  | July,     1952.     61,295       July,     1951.     26,346       7 Mos.,     1952.     838,799       7 Mos.,     1951.     439,820 |
| % Change vs. 1951                                                                                                                   | % Change vs. 1951                                                                                                                   |
| July, 1952 +134.74% 7 Mos., 1952 - 24.99%                                                                                           | July, 1952 +132.65%<br>7 Mos., 1952 + 90.71%                                                                                        |
| HOTPLATES & DISC STOVES                                                                                                             | RADIOS, Home                                                                                                                        |
|                                                                                                                                     | July, 1952 203,868                                                                                                                  |
| July,     1952.     17,323       July,     1951.     12,862       7 Mos.,     1952.     149,263       7 Mos.,     1951.     249,238 | 7 Mos., 1952 2,034,745<br>7 Mos., 1951 4,293,538                                                                                    |
| July, 1952 17,323<br>July, 1951 12,862<br>7 Mos., 1952 149,263<br>7 Mos., 1951 249,238<br>% Change vs. 1951                         | July, 1952. 203,868<br>July, 1951 100,574<br>7 Mos., 1952 2,034,745<br>7 Mos., 1951 4,293,538<br>% Change vs. 1951                  |

\* WASHERS, IRONERS, DRYERS—Membership of American Home Laundry Mfrs. Assn.; YACUUM CLEANERS—Industry Estimate by Yacuum Cleaner Mfrs. Assn.; RADIO, TELEVISION—Industry Estimate by Radio-Television Mfrs. Assn.; ALD OTHERS—MEMA Members, Not Industry.

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- AN ELECTRIC ROASTER
- AN ELECTRIC CASSEROLE
- AND A FOOD WARMER TOO!



Burpee leads the field with round, seamless, stainproof aluminum construction, spatterproof cover, self-draining basket, removable element—temperature controls for all basic cookery as well as perfect deep frying. Write for sample, details.

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BARRINGTON, ILLINOIS



|   | KANGES                                                       |                                              | à |
|---|--------------------------------------------------------------|----------------------------------------------|---|
|   | July, 1952<br>July, 1951<br>7 Mos., 1952<br>7 Mos., 1951     | 84.325<br>62,771<br>553,088<br>821,771       |   |
|   | % Change vs. 1951                                            |                                              |   |
|   | July, 1952                                                   | +34.46%<br>-32.70%                           | - |
|   | REFRIGERATORS                                                |                                              | • |
|   | July, 1952.<br>July, 1951.<br>7 Mos., 1952.<br>7 Mos., 1951. | 199,616                                      | 1 |
|   | % Change vs. 1951                                            |                                              |   |
|   | July, 1952                                                   | +83.54%<br>-25.05%                           |   |
|   | ROASTERS                                                     |                                              |   |
|   | July, 1952.<br>July, 1951.<br>7 Mos., 1952.<br>7 Mos., 1951. | 36,875<br>15,015<br>206,400<br>239,415       |   |
|   | % Change vs. 1951                                            |                                              |   |
|   | July, 1952                                                   | +145.59%<br>- 13.79%                         |   |
|   | TELEVISION                                                   |                                              |   |
|   | July, 1952.<br>July, 1951.<br>7 Mos., 1952.<br>7 Mos., 1951  | 198,921<br>148,926<br>2,517,157<br>3,606,445 |   |
|   | % Change vs. 1951                                            |                                              |   |
|   | July, 1952                                                   | +33.57%<br>-30.20%                           |   |
| ı | TOASTERS                                                     |                                              | - |
|   | July, 1952<br>July, 1951<br>7 Mos., 1952<br>7 Mos., 1951     | 214,325<br>99,039<br>804,661<br>1,744,855    |   |
| ı | % Change vs. 1951                                            |                                              |   |
| l | July, 1952                                                   | +116.40%<br>- 53.88%                         |   |
| ı | VACUUM CLEANERS                                              |                                              |   |
|   | July, 1952                                                   | 101.002                                      |   |
| ı | 7 Mos., 1951                                                 | 1,618,868                                    |   |
| ı | % Change vs. 1951                                            |                                              |   |
|   | July, 1952                                                   | +17.21%<br>- 2.03%                           |   |
| ı | WAFFLE IRONS—SANDY<br>GRILL COMBINATION                      | VICH                                         |   |
|   | luly 1959                                                    | 33,606                                       |   |
|   | July, 1951<br>7 Mos., 1952<br>7 Mos., 1951                   | 42,186<br>206,447                            |   |
| ı | % Change vs. 1951                                            |                                              |   |
|   | July, 1952                                                   | -20.34%<br>-63.36%                           |   |
|   | WASHING MACHINES, S<br>(Electric & Gas Engines)              | itandard                                     |   |
|   |                                                              |                                              | 1 |
|   | July, 1952<br>July, 1951<br>7 Mos., 1952<br>7 Mos., 1951     | 1,631,232<br>1,969,928                       |   |
| ١ | % Change vs. 1951                                            |                                              |   |
|   | July, 1952<br>7 Mos., 1952                                   | +48.49%<br>-17.19%                           |   |
|   |                                                              |                                              |   |

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FIFTEEN TOP SALESMEN, the wives of Texas dealers, meet at Reader's Wholesale Distributors, Houston, for sales and demonstration instruction from Rita Holdridge, Reader's home economist who established the school.

## Training for the Dealer's Wife

Ask any small dealer who is his best salesman and he'll tell you it's his wife. So, Rita Holdridge of Reader's Wholesale Distributors gives her special training to help her do an even better job

F you walk into the average small appliance dealer's store, comer him and ask him point blank: "Who is your best salesman?", the reply will be, at least 50 percent of the time, "My Wife."

This fact, some time ago, began to impress itself on Rita Holdridge, home economist for Reader's Wholesale Distributors, Inc., of Houston, Texas. She took it up with the boss.

"Why," she asked Hymen Reader, president of the firm, "shouldn't we make it a point to provide special training for these 'best salesmen'? Many of them work the same hours as their husbands do, know the stock as thoroughly, handle all the advertising and bookkeeping, act as home demonstrators and economists, and are keystones of the business generally. The trouble is that nobody regards the dealer's wife as a salesman."

Reader okayed the idea and with the help of "Ham" Smith, sales manager of the company, Mrs. Holdridge set up a sort of school for dealers' wives. It is an extensive training course, a bit less formal than regular sales meetings because it has a "between-us-girls" atmosphere, but it touches on all the principles of sales-

manship, demonstration and service. The "school" usually runs one or two days and the attendance is limited to 12 or 15 so that the small sized class may take part in the proceedings.

Among the subjects which Mrs. Holdridge discusses with the dealers' wives are how to stage and conduct cooking schools, church and club parties, open forums and motion picture programs; how to know your merchandise, including refrigerators, cabinets, ranges and freezers; how to get more out of and put more into your home freezer; and how to demonstrate appliances under any and all conditions. The session usually ends with a luncheon.

The school is a traveling one, since Mrs. Holdridge conducts it throughout the 32 counties of east Texas served by Reader's. Her method is to move into the largest city of the county and send out invitations to all of Reader's dealers in the area to meet with her at a certain time and a certain place for a general get-together which might be in the form of a clinic, a cooking demonstration or even a session followed by a banquet. End



VISITS to dealer stores give Mrs. Holdridge an opportunity to give individual sales instruction to wives who want extra help or missed a class.



## PUT A REAL PROFIT-MAKER IN YOUR APPLIANCE LINE—WITH TWO GREAT FIRMS TO HELP YOU SELL!

For volume plus profit there's no electric appliance like sewing machines. More women are sewing than ever before. Millions of old machines are ripe for replacement. And under this new plan every sale carries the margin you thought was gone forever.

"National Sewing Machines distributed by Graybar Electric Company" means this to you: A soundly-designed, easy to operate, dependable product made by one of America's oldest and largest sewing machine companies. The know-how of America's leading electrical goods wholesaler. Two great firms to help you sell—nationwide promotions under way, liberal co-op deal.

America

Prices are competitive: \$49.95 to \$299.95. Full line of portables and furniture models—with ample selection to suit *your* selling needs.

"National" franchises are open to aggressive appliance dealers, home furnishing stores and sewing centers. If you act fast you can share the big Christmas season! Call your Graybar man today.



## SEWING MACHINE

336 NO. FOOTHILL RD., BEVERLY HILLS, CALIFORNIA FACTORIES IN BELVIDERE, ILLINOIS

**DOLLARS?** 



#### ELECTRIC LANTERNS



Meet the great Farm, Sports, and Motoring demand for Electric Lanterns with these three **EMPIRE** styles. Nationally Advertised, this popular trio will keep your stock rolling-your profits growing.



#### Setting Up for TV Service

- CONTINUED FROM PAGE 53 -

#### CHART IV-INSTALLATION SUPPLIES

Antennas, Masts and Mast extensions, Mast connectors

300 ohm antenna wire Coaxial cable (73 or 75 ohm. Should be used only for special applications: electrically noisy areas, damp salty areas where 300 ohm line would deteriorate rapidly).

Gonset low loss open wire line (to be used only in extreme fringe areas where minimum line loss is necessary).

Lightning arrestor, aluminum ground wire, ground clamps and ground rods Mounts: chimney, wall, adjustable wall (for clearing obstructions) and base

Guy Wire (6 strand steel wire), turnbuckles and guy rings

Anchor bolts for mounting brackets to masonry Lead plugs for securing stand-offs to masonry

Stand offs for: twin lead in wire, coaxial antenna wire

Single and double mast stand-offs for securing antenna wire to mast

Insulated tacks, black friction tape Spring-wing toggle bolts for mounting brackets against hollow wall

set of shop tools, however, should be sufficient for the entire shop.

#### INSTALLATION SUPPLIES

A crew handling installations must carry a wide variety of supplies; these can be broken down roughly into antennas (and masts) and mounting accessories. An ample supply of acces sories should be maintained on the truck at all times. The antennas and masts can be drawn from stock each morning to cover that day's jobs. Each truck should carry about 1,000 feet of antenna lead-in wire.

In determining his stock levels on installation supplies, the dealer must take into consideration the number of trucks being used and the number of installations handled on an average day. Generally speaking, a two-man crew should be able to handle four installations per day.

For some idea of what's required in the way of supplies for installations. see Chart IV

#### PARTS

A good service operation is no stronger than its weakest link-and the most elaborate service set-up will be rendered ineffective if the dealer fails to stock an adequate supply of parts and tubes

What constitutes an adequate stock of these items is a question which is best determined with reference to past experience. Some general rules can be set up as a preliminary guide. They may have to be adjusted or supplemented when a dealer has put them into effect and determined whether they suit the conditions he is meeting.

One manufacturer tells his dealers: maintain two replacement parts unless you find that you need more. Have at least 10 tubes of each type on hand and for the more popular types, keep 50 on hand.

RCA Service Co. carries a twomonth supply of parts available within 30 days and keeps an additional month's supply on order.

Maintenance of a parts inventory system is strongly recommended, both as a control measure and as a means of determining satisfactory inventory levels. These records can be maintained in a variety of forms. Dealers should remember that the more information required by the system, the more valuable it will be to management. The following items, listed in order of their importance, could be included:

1. Record of purchases by description, purchase order number and date and quantity ordered

2. Record of receipts by quantity and date

Cost of item to dealer and list price

4. Usage and balance on hand

5. Minimum and maximum stock quantities

6. Location of items.

According to Harold Schulman, manager of the Du Mont teleset service control department, the information provided in items (1) and (2) above automatically provide the dealer

a. The approximate rate of usage. Quantity to be purchased can then be judged according to (Continued on page 216)

## KING-SIZE TITAN PORTABLE HEATER

NOW!

AUTOMATIC

thermostatic

CONTROL!

## ERM-O-DIAL

Features thermostatic con-

Without Therm-O-Dial control, \$14.95

Titan's EVER-COOL case assures accurate comfort control at all times. The case never becomes hot which prevents the thermostat from shutting the heater off before the air in the room has reached the desired temperature. The Titan case stays cool . . . even after hours of con-tinuous operation. To further insure the proper operation of the thermostatic control, the THERM-O-DIAL unit itself is housed in a specially constructed case of its own . . . outside the heater. A wide variety of portable and built-in wall heaters are also available with our THERM-O-DIAL control. Write for heaters are also available with our THERM-O-DIAL control. Write for heaters are seen as the second of th

#### NOW! MAKE ANY ELECTRIC **HEATER FULLY AUTOMATIC!**



#### **NEW! PLUG-IN** THERM-O-DIAL

heater into Therm-O-Dial unit, set the dial and enjoy automatic comfort control at its best! Every heater customer will want this handy unit

WRITE DIRECT OR ASK YOUR JOBBER

#### Titan



MANUFACTURING CO., INC.

701 Seneca St. . Buffalo 10, N. Y.

#### What's Good or Bad-About Shopping Centers?

These newest innovations in the national merchandising pattern are a puzzle to most appliance and radio-TV dealers. What, they want to know, is a shopping center, anyway? Can you sell appliances there? Who runs them? How do you analyze one to see if you should open a branch or move there?

A three-page study of two typical centers and the findings of appliance and radio-TV dealers who operate in them provides the facts in the November ELECTRICAL MERCHANDISING.



#### Only from Hallicrafters

A WORLD-WIDE PORTABLE SO SUPERIOR SIMPLE COMPARISON SELLS IT!

Only Hallicrafters could have produced this set—the World Wide portable. No other company has the experience, the know-how in precision communications, that it takes to design and build such an instrument at such a price. No portable radio on the market has the number of bands, the coverage, the selectivity, the ease of tuning, the power of this magnificent new Hallicrafters. See it—try it. Simple comparison proves it—and sells it! The Hallicrafters World Wide portable plays anywhere, has three antennas. Dynamic Turret Tuner for shifting from one band to another. 117 volts AC or DC or batteries.

There is nothing like it!

# The whole world knows—Hallicrafters Quality

... easier to sell because it's easier to prove!

#### Hallicrafters Television

SO SUPERIOR, SO DEPENDABLE
IT'S GUARANTEED FOR ONE FULL YEAR!

Here's language your customers understand! Hallicrafters guarantees every television set they manufacture for one full year—in writing. And Hallicrafters stands back of it. You're protected!

Another thing your customers can understand is a clearer, finer detailed picture. Here, in streamlined modern mahogany plastic is the finest TV picture in the world. Comparison right on the floor proves it! This model 1052 has 17" tube with non-glare tilted glass front. Simple tuning, Provision for UHF. Console type base at slight extra cost has rich appearance, cloth grille. A leader! Complete Line of 17", 21" and 27" Console and Table Models from \$199.95. Including Excise Tax.

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One half of the output of open-hearth steel-making furnaces comes from scrap.

Today, the mills and foundries aren't getting enough iron and steel scrap to keep up with greatly increased steel production.

So—only by digging out all the never-to-be-used odds and ends of broken, worn-out and obsolete factory equipment... can mills and foundries get all the scrap they need.

If they don't get it, steel production rates will probably decline... and our country's effort to maintain military strength and civilian prosperity at the same time, will be hampered.

#### It's YOUR Job to Furnish More Scran Non-Ferrous Scrap, Too!

Institute a real scrap, 1001
Institute a real scrap salvage program in your plant. Appoint one top official in your company to take full responsibility. Have him consult with your local Scrap Mobilization Committee and local scrap dealer.

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#### **PADDED TV COVERS**

Eliminate Damages FOR ALL SIZE TV SETS



For Consoles Table Models



COMBINATION: 41" H, 44" W, 27" D CONSOLE: 40" H, 31" W, 27" D TABLE MODEL: 24" H, 25" W, 25" 4

These waterproof covers completely cover all sets. Combination and console covers have a 2" web strap with adj. cadmium plated slide buckle, tie tapes at back. Table model has tie tapes at both sides.

NEW HAVEN QUILT & PAD (O 82-84 Franklin St. New Haven 11 Conn

#### Setting Up Service

CONTINUED FROM PAGE 214-

the frequency and quantities of past orders

b. a safeguard against reordering parts already on order-a major cause of overstocking

c. a steady reference file for giving approximate dates of delivery and timing of purchases.

This system has one drawback, Schulman warns: it provides no usage report. The danger of running out of an item before it can be ordered can be minimized by keeping a "want book". Anyone drawing parts should be required to note in this book if the stock of that particular item is low. This, of course, poses a problem of what is "low stock". Although it is possible to rely on the judgment of the parts clerk, a more desirable soluis to establish a minimum quantity. This can be posted on the bin or drawer where the part is stored. On small parts, the minimum quantity can be placed in a sealed envelope; when it becomes necessary to open the en-velope, parts should be reordered.

#### WHAT DOES IT COST

Determining what maintenance of a good service shop and an adequate parts inventory will cost a dealer in dollars and cents investment is difficult to determine. Most service men feel that the dollars and cents figure is relatively unimportant when measured in terms of the return the dealer can expect from his service operation.

In addition, the investment varies with the dealer's location, the size of his shop and the volume of business he handles. Even with all these variables, one must consider also that dealers in the same area with the same business volume may differ in the amount of money they invest. One may feel that the "minimum" investment in equipment and parts is the wisest decision; the second may decide to spend considerably more in setting up his shop.

Du Mont's Schulman estimates the cost of a service shop in these terms (truck not included):

a. deluxe operation-about \$2500 (including \$1000 in parts)

b. average operation-about \$1500 (including \$600 parts)

operation - about minimum \$1000 (including \$300 in parts) Harold Bernstein, service manager for Emerson, uses a different basis in coming up with his estimate. For a

one man operation, he says, equipment, tubes, fixtures and basic parts would require about \$2500. For each additional man add about \$125 more for extra tools, meters, tubes and so

forth.

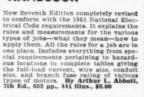
No matter whose estimate you accept, establishing a service shop is an expensive move in terms of dollars and cents alone. A decision as to whether the investment will pay offboth tangibly in the form of dollar income from service work and intangibly in the form of a good service reputation which builds additional set sales for the dealers-is one that must be made with reference to the deal-End er's own circumstances.

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heat, ultraviolet and infrared X-rays, etc., work, and how the produced and controlled. Explain tric current, magnetism, radio ci tubes, etc. By Don Caverly, Comm Eng., Sylvania Elec. Prod. Inc. 345 pp., 175 illus., \$5.50

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rost road, Darien, Ct.

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"SEE YOU AT THE POLLSI"

"SEE YOU AT THE POLLSI"





## "SEE YOU AT THE POLLS!"



Nobody knows for sure how it started—this line about "See you at the Polls!" we're hearing all over these days.

Best explanation seems to be that it came from that state candidate out west. . . . His opponent in a debate got all riled up and challenged him to fight it out in the alley.

But he said—"I'll settle this the AMERICAN way—I'll see you at the polls!" And the audience picked up the chant.

Now everybody's saying it—and on Nov. 4 everybody will be doing it!

"SEE YOU AT THE POLLS!"





**ELECTRICAL MERCHANDISING** 

## Retailing and the Candidates



BOUT one month from now the American A people will elect a new president. General Eisenhower and Gov. Stevenson, the two exceptionally able candidates for the job, are at present engaged in debating the issues. As a business publication, we have no intention of taking sides in this traditional controversy between the Republican and Democratic parties. We believe that our readers are sufficiently intelligent to personally assess the relative merits of both the parties and their candidates and will vote according to their individual convictions. We also believe. however, that our readers, along with all the other members of the business community, are entitled to know the views of the candidates on one of the most important segments of the national economy-retailing.

President Truman knows something about retailing at first hand; he went broke selling haberdashery back in Kansas City. But the two gentlemen desirous of succeeding him at the White House have no such intimate contact with retail problems. And judging from the impressions of Rowland Jones, president of the American Retail Federation, which represents some 600,000 retail establishments, neither Eisenhower or Stevenson have formulated or expressed any definite policies relating to small business generally, or retailing specifically.

Mr. Jones' impressions came as a result of a recent conference with both candidates in which he presented, on behalf of the American Retail Federation, a brief containing the views of the retail industry on such diverse subjects as taxation, fiscal policy, price and wage controls, social security, postal classifications and freight rates. In the course of presenting the brief, Mr. Jones took the opportunity of apprising both candidates of the size and scope of the retailing business in America and the magnitude of its contribution to both the national prosperity and the American standard of living. Some of the important points he made may be summarized as follows:

The national goals of full production and full employment could never be achieved but for the function of the retailer in selling the goods produced to the ultimate consumer. The Bureau of the Census reports that nearly two-thirds of the nation's 3 million business establishments. exclusive of farmers, are retailers. In 1948, the Census counted 1,769,540 stores, employing 9,568,653 persons and doing a total business of \$130.5 billion. In employment alone, therefore, retailing is the second largest segment of the economy-next to manufacturing-and if their families are considered they comprise a host 30 million strong.

The retailer's function is not only to move necessary commodities, but to create a demand for so-called luxuries important to our standard of living. A decline in retail sales is immediately followed by declines in production and employment. Retailers believe, therefore, that the major national problem of today is to insure an expanding economy which, through an efficient retail distribution system, can promote and sell old and new products in an ever-increasing volume ratio to our growing population. Any governmental program or activity, whether in taxing or spending, that tends to limit this goal of a constantly expanding economy, should be circumspect.

Retailing favors pay-as-we-go revenue fiscal policy, coupled with rigid governmental economies. Retailing is opposed to the principle of excise taxes, because it is a tax on consumption. Retailing is opposed in particular to a general manufacturers' excise tax, because a tax levied at that level pyramids prices by the time they reach the retail counter. Retailing objects to retroactive taxation in any form and is as strongly opposed to excess profits taxes. Retailing deplores the tendency on the part of government to regard price and wage controls as relatively permanent measures for "stabilizing" the economy, rather than as instruments to be used only in time of crisis. Further, price control is futile unless the control extends to every element of cost in the economy. including wages. Anything less contributes to

Briefly, those are some of the points the Federation brought to the attention of the two candidates. At the time of writing, neither has expressed a viewpoint on the specific problems facing small business, or on the measures they would favor to insure the constantly expanding economy from which the retail trades will continue to draw their strength. We believe the appliance-radio-television retailing community is entitled to know their views before going to the polls.

Laurence way -

# Now Lovell offers two exclusive types of AUTOMATIC SAFETY

for easier, faster washer sales!

## LOVELL "77" Pull and the ROLLS STOP!

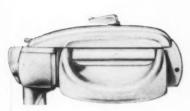
Five years ago, Lovell's famous "77" Instinctive wringer introduced Automatic Safety to wringers. This feature is now found on top models of America's leading washers. Just a gentle pull on the article going through stops the rolls instantly. It's safety without stopping to think!



## LOVELL "62" Pull and the PRESSURE RELEASES!

Now Lovell has brought out another revolutionary Instinctive wringer—the "62"—making Automatic Safety available for more wringer washer models. With the "62", a pull on the clothes or a push on the frame releases the pressure on the rolls. (This safety feature can also be incorporated into other Lovell wringer models.) Make your washer sales easier and faster by learning the features of both the Lovell "77" Instinctive and the "62" Instinctive wringers.

(Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer-and that the combination costs less than she thinks!)





## PRESSURE CLEANSING WRINGERS

LOVELL MANUFACTURING CO. • ERIE, PA.

Also makers of gas and electric Drying Units

WRINGER-TYPE WASHERS ARE YOUR BREAD AND BUTTER
...THE BEST ARE LOVELL-EQUIPPED!





#### Here's 30 inches of proven sales power!

 $A^{30^{9}}$  range—the newest addition to Kelvinator's great 1952 electric range line that has meant high powered sales action for Kelvinator retailers. Budget-priced, it's the greatest "little giant" you've ever laid eyes on . . . big range performance . . . at a small range price!

Look at the style in its streamlined design. Its "Great Scot" oven is great in size and Scotch in thrift . . . it's large enough to roast all of a holiday dinner right along with a big turkey . . . or to bake 10 loaves of bread without shifting pans. This whopper of an oven has super-fast pre-heat with automatic cut-off—a fea-

ture usually found only on much higher priced ranges!

Four high speed surface units . . . each with 7 measured heats. A roomy storage drawer. A convenient appliance outlet. A built-in Automatic Oven Timer that is a part of the streamlined design of the range, not an added accessory.

Yes, here's a sales proven electric range that is providing real sales power in today's market for alert Kelvinator retailers . . . new proof that Kelvinator is the most valuable franchise in the appliance industry.

THERE IS A BETTER ELECTRIC RANGE . . .

It's Kelvinator

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KELVINATOR - DIVISION OF NASH-KELVINATOR CORPORATION - DETROIT 32, MICHIGAN